ANX-PR/CL/001-01

LEARNING GUIDE

SUBJECT

103000844 - Innovation And Entrepreneurship Seminars

DEGREE PROGRAMME

10AZ - Master Universitario En Innovación Digital

ACADEMIC YEAR & SEMESTER

2023/24 - Semester 2

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1. Description

1.1. Subject details

Name of the subject	103000844 - Innovation And Entrepreneurship Seminars
No of credits	5 ECTS
Type	Compulsory
Academic year ot the programme	First year
Semester of tuition	Semester 2
Tuition period	February-June
Tuition languages	English
Degree programme	10AZ - Master Universitario en Innovación Digital
Centre	10 - Escuela Tecnica Superior De Ingenieros Informaticos
Academic year	2023-24

2. Faculty

2.1. Faculty members with subject teaching role

Name and surname	Office/Room	Email	Tutoring hours *
Claudio Antonio Feijoo Gonzalez		claudio.feijoo@upm.es	Sin horario.
Fco.javier Segovia Perez (Subject coordinator)		javier.segovia@upm.es	- -

* The tutoring schedule is indicative and subject to possible changes. Please check tutoring times with the faculty member in charge.

3. Skills and learning outcomes *

3.1. Skills to be learned

CE-EIT01 - Capacidad para seguir y aplicar los procesos y actividades del emprendimiento para lanzar un empresa de base tecnológica basada en actividades previas de I+D e identificar diferentes fuentes de financiación de emprendimiento e innovación, y seleccionar la más apropiada para el modelo de negocio y la tecnología consideradas.

CE-EIT02 - Capacidad para diseñar las actividades y la estructura de gestión adecuadas para un proyecto de innovación, desde su concepción a la explotación de los resultados, usando un modelo de gestión adaptado al tipo de proyecto.

CE-EIT03 - Capacidad para identificar el nivel de madurez de una tecnología y desarrollar e interpretar un roadmap tecnológico seleccionando la mejor manera de proteger esa tecnología dependiendo de su tipo, nivel de madurez y las restricciones geográficas, y entendiendo las consecuencias de acceder a ella y comercializarla.

CG03 - La capacidad de usar la lengua inglesa de manera competente, es decir, con capacitación para tareas complejas de trabajo y estudio.

CG07 - Capacidad de trabajar y comunicarse también en contextos internacionales.

CG08 - La capacidad de traducir innovaciones en soluciones comerciales factibles.

3.2. Learning outcomes

RA79 - Identify and assess the impact of ICT technologies and innovations in a thematic area, on its markets and stakeholders (competitors, alliances, networks) and the business opportunities they offer.

RA78 - Understand global/market trends, innovation routes, industry value networks in a thematic area and recognize their relative importance for product/service and business development

RA80 - Use knowledge, ideas and technology to create new or significantly improved products, services, processes, policies, new business models or jobs in a real environment

RA85 - Include ethical, societal and sustainability considerations when developing a new product/technology and business concepts and models, and the required implementing organizations

RA81 - Conduct a business analysis, make decisions and formulate recommendations or justify actions in a real

environment

RA86 - Recognize, address and suggest means to tackle diverse challenges (maturity, IPR) in the process of leveraging a technology into a business

RA87 - Identify and assess the impact of ICT technologies and innovations in a thematic area, on its markets and stakeholders (competitors, alliances, networks) and the business opportunities they offer

RA91 - Produce a professional speech and writing on a business analysis topic

RA82 - In depth understanding of product/services design processes, methods and tools

RA83 - Apply agile and lean processes for the development of a new product or service concept with a customer/user-centric perspective

RA84 - Perform a business solution planning and development process (dynamics of developing the business, organization needed to implement it, go-to-market)

* The Learning Guides should reflect the Skills and Learning Outcomes in the same way as indicated in the Degree Verification Memory. For this reason, they have not been translated into English and appear in Spanish.

4. Brief description of the subject and syllabus

4.1. Brief description of the subject

Several elective I&E seminars/courses will be offered covering advanced topics on any of the following: business development, business finance, marketing, innovation management, intellectual property and market research.

4.2. Syllabus

1. Depends on the elective courses offered each year

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POLITÉCNICA

5. Schedule

5.1. Subject schedule*

Week	Classroom activities	Laboratory activities	Distant / On-line	Assessment activities
1	**Topic** Duration: 02:45 Additional activities			
2	**Topic** Duration: 02:45 Additional activities			**Test** Other assessment Continuous assessment and final examination Presential Duration: 00:15
3	**Topic** Duration: 02:45 Additional activities			**Test** Other assessment Continuous assessment and final examination Presential Duration: 00:15
4	**Topic** Duration: 02:45 Additional activities			**Test** Other assessment Continuous assessment and final examination Presential Duration: 00:15
5	**Topic** Duration: 02:45 Additional activities			**Test** Other assessment Continuous assessment and final examination Presential Duration: 00:15
6	**Topic** Duration: 02:45 Additional activities			**Test** Other assessment Continuous assessment and final examination Presential Duration: 00:15
7	**Topic** Duration: 02:45 Additional activities			**Test** Other assessment Continuous assessment and final examination Presential Duration: 00:15
8	**Topic** Duration: 02:45 Additional activities			**Test** Other assessment Continuous assessment and final examination Presential Duration: 00:15

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9	**Topic** Duration: 02:45 Additional activities			**Test** Other assessment Continuous assessment and final examination Presential Duration: 00:15
10	**Topic** Duration: 02:45 Additional activities			**Test** Other assessment Continuous assessment and final examination Presential Duration: 00:15
11	**Topic** Duration: 02:45 Additional activities			**Test** Other assessment Continuous assessment and final examination Presential Duration: 00:15
12	**Topic** Duration: 02:45 Additional activities			**Test** Other assessment Continuous assessment and final examination Presential Duration: 00:15
13	**Topic** Duration: 02:45 Additional activities			**Test** Other assessment Continuous assessment and final examination Presential Duration: 00:15
14				**Test** Other assessment Continuous assessment and final examination Presential Duration: 04:00
15				**Test** Other assessment Continuous assessment and final examination Presential Duration: 04:00
16				
17				**evaluation** Other assessment Continuous assessment and final examination Presential Duration: 04:00

Depending on the programme study plan, total values will be calculated according to the ECTS credit unit as 26/27 hours of student face-to-face contact and independent study time.

* The schedule is based on an a priori planning of the subject; it might be modified during the academic year, especially considering the COVID19 evolution.

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6. Activities and assessment criteria

6.1. Assessment activities

6.1.1. Assessment

Week	Description	Modality	Type	Duration	Weight	Minimum grade	Evaluated skills
2	Test	Other assessment	Face-to-face	00:15	5%	5 / 10	CG07 CG08 CE-EIT03 CG03 CE-EIT01 CE-EIT02
3	Test	Other assessment	Face-to-face	00:15	5%	5 / 10	CE-EIT03 CG03 CG07 CG08 CE-EIT01 CE-EIT02
4	Test	Other assessment	Face-to-face	00:15	5%	5 / 10	CE-EIT03 CG03 CG07 CG08 CE-EIT01 CE-EIT02
5	Test	Other assessment	Face-to-face	00:15	5%	5 / 10	CE-EIT03 CG03 CG07 CG08 CE-EIT01 CE-EIT02
6	Test	Other assessment	Face-to-face	00:15	5%	5 / 10	CE-EIT03 CG03 CG07 CG08 CE-EIT01 CE-EIT02
7	Test	Other assessment	Face-to-face	00:15	5%	5 / 10	CE-EIT03 CG03 CG07 CG08 CE-EIT01 CE-EIT02

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8	Test	Other assessment	Face-to-face	00:15	5%	5 / 10	CE-EIT03 CG03 CG07 CG08 CE-EIT01 CE-EIT02
9	Test	Other assessment	Face-to-face	00:15	5%	5 / 10	CE-EIT03 CG03 CG07 CG08 CE-EIT01 CE-EIT02
10	Test	Other assessment	Face-to-face	00:15	5%	5 / 10	CE-EIT03 CG03 CG07 CG08 CE-EIT01 CE-EIT02
11	Test	Other assessment	Face-to-face	00:15	5%	5 / 10	CE-EIT03 CG03 CG07 CG08 CE-EIT01 CE-EIT02
12	Test	Other assessment	Face-to-face	00:15	5%	5 / 10	CE-EIT03 CG03 CG07 CG08 CE-EIT01 CE-EIT02
13	Test	Other assessment	Face-to-face	00:15	5%	5 / 10	CE-EIT03 CG03 CG07 CG08 CE-EIT01 CE-EIT02
14	Test	Other assessment	Face-to-face	04:00	5%	5 / 10	
15	Test	Other assessment	Face-to-face	04:00	5%	5 / 10	
17	evaluation	Other assessment	Face-to-face	04:00	30%	5 / 10	CE-EIT01 CE-EIT02 CE-EIT03 CG03 CG07 CG08

6.1.2. Global examination

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Week	Description	Modality	Type	Duration	Weight	Minimum grade	Evaluated skills
2	Test	Other assessment	Face-to-face	00:15	5%	5 / 10	CG07 CG08 CE-EIT03 CG03 CE-EIT01 CE-EIT02
3	Test	Other assessment	Face-to-face	00:15	5%	5 / 10	CE-EIT03 CG03 CG07 CG08 CE-EIT01 CE-EIT02
4	Test	Other assessment	Face-to-face	00:15	5%	5 / 10	CE-EIT03 CG03 CG07 CG08 CE-EIT01 CE-EIT02
5	Test	Other assessment	Face-to-face	00:15	5%	5 / 10	CE-EIT03 CG03 CG07 CG08 CE-EIT01 CE-EIT02
6	Test	Other assessment	Face-to-face	00:15	5%	5 / 10	CE-EIT03 CG03 CG07 CG08 CE-EIT01 CE-EIT02
7	Test	Other assessment	Face-to-face	00:15	5%	5 / 10	CE-EIT03 CG03 CG07 CG08 CE-EIT01 CE-EIT02
8	Test	Other assessment	Face-to-face	00:15	5%	5 / 10	CE-EIT03 CG03 CG07 CG08 CE-EIT01 CE-EIT02
9	Test	Other assessment	Face-to-face	00:15	5%	5 / 10	CE-EIT03 CG03 CG07 CG08 CE-EIT01 CE-EIT02

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10	Test	Other assessment	Face-to-face	00:15	5%	5 / 10	CE-EIT03 CG03 CG07 CG08 CE-EIT01 CE-EIT02
11	Test	Other assessment	Face-to-face	00:15	5%	5 / 10	CE-EIT03 CG03 CG07 CG08 CE-EIT01 CE-EIT02
12	Test	Other assessment	Face-to-face	00:15	5%	5 / 10	CE-EIT03 CG03 CG07 CG08 CE-EIT01 CE-EIT02
13	Test	Other assessment	Face-to-face	00:15	5%	5 / 10	CE-EIT03 CG03 CG07 CG08 CE-EIT01 CE-EIT02
14	Test	Other assessment	Face-to-face	04:00	5%	5 / 10	
15	Test	Other assessment	Face-to-face	04:00	5%	5 / 10	
17	evaluation	Other assessment	Face-to-face	04:00	30%	5 / 10	CE-EIT01 CE-EIT02 CE-EIT03 CG03 CG07 CG08

6.1.3. Referred (re-sit) examination

Description	Modality	Type	Duration	Weight	Minimum grade	Evaluated skills
TEST	Online test	Face-to-face	02:00	100%	5 / 10	CE-EIT02 CE-EIT01 CE-EIT03 CG03 CG07 CG08

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6.2. Assessment criteria

The evaluation of the students will be based on the characteristics of the elective course

7. Teaching resources

7.1. Teaching resources for the subject

Name	Type	Notes
Elective description	Web resource	