

ANX-PR/CL/001-01

LEARNING GUIDE

SUBJECT

103000847 - Summer School

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	103000847 - Summer School
No of credits	4 ECTS
Type	Compulsory
Academic year of 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 Técnica Superior De Ingenieros Informáticos
Academic year	2023-24

2. Faculty

2.1. Faculty members with subject teaching role

Name and surname	Office/Room	Email	Tutoring hours *
Ziba Habibi Lashkari (Subject coordinator)	5217, IMDEA:284	ziba.habibi@upm.es	Sin horario.

* 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-EIT05 - Capacidad para definir el plan de marketing y su expansión internacional para un producto o servicio tecnológico, negociando con otros actores en el área TIC su participación en la cadena de valor, creando una estructura comercial y una estrategia de precios.

CE-EIT06 - Capacidad para reconocer, abordar y sugerir maneras para tratar los diferentes retos (madurez, propiedad intelectual, etc.) en el proceso de explotar una tecnología para crear un negocio.

CE-EIT07 - Capacidad para entender las tendencias globales o de mercado, las rutas de innovación, las redes industriales de valor en un sector (Digital Health, Digital Industry, Smart Cities, etc.), y reconocer su importancia relativa para el desarrollo de un producto o servicio y del negocio.

CE-EIT08 - Capacidad para analizar el negocio potencial, los modelos de negocio o los escenarios comerciales alternativos para una tecnología considerando un nuevo sector de aplicación y/o mercado y evaluar las condiciones de su explotación.

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

CG06 - Capacidad para gestionar la información.

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

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

3.2. Learning outcomes

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

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

RA92 - Develop a business plan and commercial projects client oriented

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

RA115 - Extract and manipulate data from social media

RA14 - Apply the acquired knowledge in real contexts

RA128 - The students will be able to manage and negotiate requirements with project stakeholders

* 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

The summer school consists of lectures of academics and practitioners, field visits, and socializing events. The main activity for the students is to work on a business plan/proposal. As the summer school is a two-week event, it is conceived to have a more design/market-oriented focus during the first week and a more business/financial focus for the second week.

4.2. Syllabus

1. Case presentations/assignment
2. Scenarios, the impact of ICT technologies in the thematic area
3. Innovation routes, industry value chains and value networks in the thematic area
4. User-centered design in the thematic area
5. Ethical, societal and sustainability aspects in the thematic area
6. Business models in the thematic area
7. Stakeholders analysis
8. Revenue models in the thematic area
9. Business model pitch
10. Market and competitors analysis, IPR
11. Development strategy, financing, risk analysis
12. Go-to-market strategies in the thematic area
13. Business plan pitch

5. Schedule

5.1. Subject schedule*

Week	Classroom activities	Laboratory activities	Distant / On-line	Assessment activities
1	Scenarios, Technology Duration: 16:00 Lecture Business Scenario and Technologies Duration: 04:00 Cooperative activities			Business Scenario and Technologies Group presentation Continuous assessment Presential Duration: 03:00
2	Business model and development, Market and competitors Duration: 16:00 Cooperative activities Business Model and Strategy Duration: 04:00 Cooperative activities			Final Pitch- Business Plan Group presentation Final examination Presential Duration: 03:00 Business Proposal Group work Final examination Presential Duration: 03:00 Business Model and Strategy Group presentation Continuous assessment Presential Duration: 03:00
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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.

6. Activities and assessment criteria

6.1. Assessment activities

6.1.1. Assessment

Week	Description	Modality	Type	Duration	Weight	Minimum grade	Evaluated skills
1	Business Scenario and Technologies	Group presentation	Face-to-face	03:00	50%	5 / 10	CE-EIT07 CE-EIT08 CE-EIT06 CE-EIT05 CG03 CG06 CG07 CG08
2	Business Model and Strategy	Group presentation	Face-to-face	03:00	50%	5 / 10	CG03 CG06 CG07 CG08 CE-EIT07 CE-EIT08 CE-EIT06 CE-EIT05

6.1.2. Global examination

Week	Description	Modality	Type	Duration	Weight	Minimum grade	Evaluated skills
2	Final Pitch- Business Plan	Group presentation	Face-to-face	03:00	50%	5 / 10	CG03 CG06 CG07 CG08 CE-EIT07 CE-EIT08 CE-EIT06 CE-EIT05
2	Business Proposal	Group work	Face-to-face	03:00	50%	5 / 10	CG03 CG06 CG07 CG08 CE-EIT07 CE-EIT08 CE-EIT06 CE-EIT05

6.1.3. Referred (re-sit) examination

Description	Modality	Type	Duration	Weight	Minimum grade	Evaluated skills
Final Pitch- Business Plan	Group presentation	Face-to-face	03:00	50%	5 / 10	CG06 CG07 CG08 CE-EIT07 CE-EIT08 CE-EIT06 CG03 CE-EIT05
Business Proposal	Group work	Face-to-face	03:00	50%	5 / 10	CG08 CE-EIT07 CE-EIT08 CE-EIT06 CE-EIT05 CG06 CG07

6.2. Assessment criteria

Evaluación continua:

The evaluation of the students will be based on two main sources:

- Presentation of the business proposal (50%)
- Presentation of the Business plan (50%)

They need to have more than 5 to 10 for each one of them. If they can not pass any of them, they will be suspended.

Evaluación sólo prueba final:

They need to present another case study and write an essay so that each of them will have 50% of their final mark. If they fail this part, they will be suspended and need to attend the extraordinary exam.

Evaluación convocatoria extraordinaria:

The extraordinary exam, which is another case study, has 100% of their final mark. If they fail all these exams, they will be suspended and need to repeat the course.