



POLITÉCNICA

INTERNATIONAL
CAMPUS OF
EXCELLENCE

COORDINATION PROCESS OF
LEARNING ACTIVITIES
PR/CL/001



E.T.S. de Ingenieros
Informáticos

ANX-PR/CL/001-01

LEARNING GUIDE

SUBJECT

103000844 - Innovation And Entrepreneurship Seminars

DEGREE PROGRAMME

10AZ - Master Universitario En Innovación Digital

ACADEMIC YEAR & SEMESTER

2025/26 - Semester 2

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Learning guide

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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 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 - E.T.S. De Ingenieros Informáticos |
| Academic year | 2025-26 |

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

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)

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

* 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

5. Schedule

5.1. Subject schedule*

| Week | Type 1 activities | Type 2 activities | Distant / On-line | Assessment activities |
|------|---|-------------------|-------------------|---|
| 1 | Topic Duration: 02:45 Additional activities | | | |
| 2 | Topic Duration: 02:45 Additional activities Test Duration: 00:15 Additional activities | | | Test Other assessment Progressive assessment and Global Examination Presential Duration: 00:15 |
| 3 | Topic Duration: 02:45 Additional activities Test Duration: 00:15 Additional activities | | | Test Other assessment Progressive assessment and Global Examination Presential Duration: 00:15 |
| 4 | Topic Duration: 02:45 Additional activities Test Duration: 00:15 Additional activities | | | Test Other assessment Progressive assessment and Global Examination Presential Duration: 00:15 |
| 5 | Topic Duration: 02:45 Additional activities Test Duration: 00:15 Additional activities | | | Test Other assessment Progressive assessment and Global Examination Presential Duration: 00:15 |
| 6 | Topic Duration: 02:45 Additional activities Test Duration: 00:15 Additional activities | | | Test Other assessment Progressive assessment and Global Examination Presential Duration: 00:15 |
| 7 | Topic Duration: 02:45 Additional activities Test Duration: 00:15 Additional activities | | | Test Other assessment Progressive assessment and Global Examination Presential Duration: 00:15 |

| | | | | |
|----|--|--|--|--|
| 8 | <p>Topic Duration: 02:45 Additional activities</p> <p>Test Duration: 00:15 Additional activities</p> | | | <p>Test Other assessment Progressive assessment and Global Examination Presential Duration: 00:15</p> |
| 9 | <p>Topic Duration: 02:45 Additional activities</p> <p>Test Duration: 00:15 Additional activities</p> | | | <p>Test Other assessment Progressive assessment and Global Examination Presential Duration: 00:15</p> |
| 10 | <p>Topic Duration: 02:45 Additional activities</p> <p>Test Duration: 00:15 Additional activities</p> | | | <p>Test Other assessment Progressive assessment and Global Examination Presential Duration: 00:15</p> |
| 11 | <p>Topic Duration: 02:45 Additional activities</p> <p>Test Duration: 00:15 Additional activities</p> | | | <p>Test Other assessment Progressive assessment and Global Examination Presential Duration: 00:15</p> |
| 12 | <p>Topic Duration: 02:45 Additional activities</p> <p>Test Duration: 00:15 Additional activities</p> | | | <p>Test Other assessment Progressive assessment and Global Examination Presential Duration: 00:15</p> |
| 13 | <p>Topic Duration: 02:45 Additional activities</p> <p>Test Duration: 00:15 Additional activities</p> | | | <p>Test Other assessment Progressive assessment and Global Examination Presential Duration: 00:15</p> |
| 14 | <p>Test Duration: 03:00 Additional activities</p> | | | <p>Test Other assessment Progressive assessment and Global Examination Presential Duration: 03:00</p> |
| 15 | <p>Test Duration: 03:00 Additional activities</p> | | | <p>Test Other assessment Progressive assessment and Global Examination Presential Duration: 03:00</p> |

| | | | | |
|----|---|--|--|--|
| 16 | | | | |
| 17 | Test Duration: 03:00 Additional activities | | | evaluation Other assessment Progressive assessment and Global Examination Presential Duration: 03:00 |

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.

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 |

| | | | | | | | |
|----|------|------------------|--------------|-------|----|--------|--|
| 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 | 03:00 | 5% | 5 / 10 | CE-EIT01 CE-EIT02 CE-EIT03 CG03 CG07 CG08 |
| 15 | Test | Other assessment | Face-to-face | 03:00 | 5% | 5 / 10 | CE-EIT03 CG03 CG07 CE-EIT01 CE-EIT02 CG08 |

| | | | | | | | |
|----|------------|------------------|--------------|-------|-----|--------|--|
| 17 | evaluation | Other assessment | Face-to-face | 03:00 | 30% | 5 / 10 | CE-EIT01 CE-EIT02 CE-EIT03 CG03 CG07 CG08 |
|----|------------|------------------|--------------|-------|-----|--------|--|

6.1.2. Global examination

| 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 |
| 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 | 03:00 | 5% | 5 / 10 | CE-EIT01 CE-EIT02 CE-EIT03 CG03 CG07 CG08 |
| 15 | Test | Other assessment | Face-to-face | 03:00 | 5% | 5 / 10 | CE-EIT03 CG03 CG07 CE-EIT01 CE-EIT02 CG08 |

| | | | | | | | |
|----|------------|------------------|--------------|-------|-----|--------|--|
| 17 | evaluation | Other assessment | Face-to-face | 03:00 | 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 |

6.2. Assessment criteria

Types of Evaluation

1. Continuous (Progressive) Evaluation

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

2. Global Evaluation

Depending on the characteristics of the elective course, the evaluation will consist of either a resubmission of the tests or a single test.

3. Extraordinary Evaluation

A single test

7. Teaching resources

7.1. Teaching resources for the subject

| Name | Type | Notes |
|----------------------|--------------|-------|
| Elective description | Web resource | |

8. Other information

8.1. Other information about the subject

This course covers topics such as leadership, business development, business finance, marketing, innovation management, intellectual property, and/or market research.

You will need to choose one course from a selection of 2-3 electives. Information about which electives will be offered this year will be updated a few months before the course begins.