



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

103000846 - Launching Of Ict Product/services To The Market

DEGREE PROGRAMME

10AZ - Master Universitario En Innovación Digital

ACADEMIC YEAR & SEMESTER

2024/25 - Semester 2

Index

Learning guide

| | |
|-------------------------------------------------------|---|
| 1. Description..... | 1 |
| 2. Faculty..... | 1 |
| 3. Skills and learning outcomes | 2 |
| 4. Brief description of the subject and syllabus..... | 3 |
| 5. Schedule..... | 5 |
| 6. Activities and assessment criteria..... | 7 |
| 7. Teaching resources..... | 9 |

1. Description

1.1. Subject details

| | |
|---------------------------------------|-------------------------------------------------------------|
| Name of the subject | 103000846 - Launching Of Ict Product/services To The Market |
| No of credits | 2 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 Tecnica Superior De Ingenieros Informaticos |
| Academic year | 2024-25 |

2. Faculty

2.1. Faculty members with subject teaching role

| Name and surname | Office/Room | Email | Tutoring hours * |
|----------------------------------------------------------|--------------------|--------------------------|-------------------------|
| Jose Maria Cuellar Del Rio | | josemaria.cuellar@upm.es | Sin horario. |
| Federico Garcia-Linares Fontes | | f.garcia-linares@upm.es | -- |
| Jose Nicanor Franco Riquelme (Subject coordinator) | | j.franco.riquelme@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

CB09 - Que los estudiantes sepan comunicar sus conclusiones y los conocimientos y razones últimas que las sustentan a públicos especializados y no especializados de un modo claro y sin ambigüedades

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.

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

CG04 - La capacidad de toma de decisiones y liderazgo de equipos, basada en una comprensión holística de las contribuciones de la educación superior, la investigación y las empresas para la creación de valor, en equipos y contextos de tamaño limitado.

CG05 - Comprensión de los principios de la gestión de proyectos, riesgo y cambio, así como poseer la capacidad de aplicar metodologías y procesos para gestionar proyectos y mitigar los riesgos.

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.

CG09 - La capacidad de transformar las experiencias prácticas en problemas y desafíos de investigación.

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)

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.

RA92 - Develop a business plan and commercial projects client oriented

* 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

- Understanding the IT sector in the EU: towards digital economy
- Structure of the ICT sector in the EU

- Introduction to the specificities of digital products and services

- Digital marketing

- Early-stage internationalization (comparison with other regions). Where should you locate your company? Role of clusters, co-working spaces and centres for innovation support

- What happens when the product/service is already in the market?

4.2. Syllabus

1. Understanding the sector: towards digital economy
2. Structure of the ICT sector
3. Market analysis
4. Customer segmentation
5. Beta testing
6. Road-mapping
7. Pricing strategies
8. Launching strategy: digital marketing

5. Schedule

5.1. Subject schedule*

| Week | Type 1 activities | Type 2 activities | Distant / On-line | Assessment activities |
|------|---------------------------------------------|-------------------|-------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1 | Tema 1 Duration: 01:45 Lecture | | | Test Individual work Progressive assessment Presential Duration: 00:15 |
| 2 | Tema 2 Duration: 01:45 Lecture | | | Test Individual work Progressive assessment Presential Duration: 00:15 |
| 3 | Tema 3 Duration: 01:45 Lecture | | | Test Individual work Progressive assessment Presential Duration: 00:15 |
| 4 | Tema 4 Duration: 01:45 Lecture | | | Test Individual work Progressive assessment Presential Duration: 00:15 |
| 5 | Tema 5 Duration: 01:45 Lecture | | | Test Individual work Progressive assessment Presential Duration: 00:15 |
| 6 | Tema 6 Duration: 01:45 Lecture | | | Test Individual work Progressive assessment Presential Duration: 00:15 |
| 7 | Tema 7 Duration: 01:45 Lecture | | | Test Individual work Progressive assessment Presential Duration: 00:15 |
| 8 | Tema 8 Duration: 01:45 Lecture | | | Test Individual work Progressive assessment Presential Duration: 00:15 |
| 9 | | | | Trabajo final Group work Progressive assessment Presential Duration: 02:00 Test final Individual presentation Global examination |

| | | | | Presential Duration: 02:00 |
|----|--|--|--|-------------------------------|
| 10 | | | | |
| 11 | | | | |
| 12 | | | | |
| 13 | | | | |
| 14 | | | | |
| 15 | | | | |
| 16 | | | | |
| 17 | | | | |

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 |
|------|-------------|-----------------|--------------|----------|--------|---------------|--------------------------------------------------------------------------|
| 1 | Test | Individual work | Face-to-face | 00:15 | 10% | 5 / 10 | CB09 CG03 CG04 CG05 CG06 CG07 CG08 CG09 CE-EIT05 |
| 2 | Test | Individual work | Face-to-face | 00:15 | 10% | 5 / 10 | CB09 CG03 CG04 CG05 CG06 CG07 CG08 CG09 CE-EIT05 |
| 3 | Test | Individual work | Face-to-face | 00:15 | 10% | 5 / 10 | CB09 CG03 CG04 CG05 CG06 CG07 CG08 CG09 CE-EIT05 |
| 4 | Test | Individual work | Face-to-face | 00:15 | 10% | 5 / 10 | CB09 CG03 CG04 CG05 CG06 CG07 CG08 CG09 CE-EIT05 |

| | | | | | | | |
|---|---------------|-----------------|--------------|-------|-----|--------|--------------------------------------------------------------------------|
| 5 | Test | Individual work | Face-to-face | 00:15 | 10% | 5 / 10 | CB09 CG03 CG04 CG05 CG06 CG07 CG08 CG09 CE-EIT05 |
| 6 | Test | Individual work | Face-to-face | 00:15 | 10% | 5 / 10 | CB09 CG03 CG04 CG05 CG06 CG07 CG08 CG09 CE-EIT05 |
| 7 | Test | Individual work | Face-to-face | 00:15 | 10% | 5 / 10 | CB09 CG03 CG04 CG05 CG06 CG07 CG08 CG09 CE-EIT05 |
| 8 | Test | Individual work | Face-to-face | 00:15 | 10% | 5 / 10 | CB09 CG03 CG04 CG05 CG06 CG07 CG08 CG09 CE-EIT05 |
| 9 | Trabajo final | Group work | Face-to-face | 02:00 | 20% | 5 / 10 | CB09 CG03 CG04 CG05 CG06 CG07 CG08 CG09 CE-EIT05 |

6.1.2. Global examination

| Week | Description | Modality | Type | Duration | Weight | Minimum grade | Evaluated skills |
|------|-------------|-------------------------|--------------|----------|--------|---------------|--------------------------------------------------------------------------|
| 9 | Test final | Individual presentation | Face-to-face | 02:00 | 100% | 5 / 10 | CB09 CG03 CG04 CG05 CG06 CG07 CG08 CG09 CE-EIT05 |

6.1.3. Referred (re-sit) examination

No se ha definido la evaluación extraordinaria.

6.2. Assessment criteria

Participación en clase, ejercicios y comentarios de lecturas: 60% de la nota.

Trabajo final: 40%

7. Teaching resources

7.1. Teaching resources for the subject

| Name | Type | Notes |
|--------------------------------------|--------|-------|
| Lectura sobre artículo de innovación | Others | |