INTERNATIONAL
CAMPUS OF
EXCELLENCE

POLITÉCNICA

E.T.S. de Ingenieros
Informaticos

ANX-PR/CL/001-01

LEARNING GUIDE

SUBJECT

103000847 - Summer School

DEGREE PROGRAMME

10AZ - Master Universitario En Innovación Digital

ACADEMIC YEAR & SEMESTER

2024/25 - Semester 2

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Learning guide

1. Description

1.1. Subject details

Name of the subject	103000847 - Summer School
No of credits	4 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	2024-25

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:274	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.

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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.

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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

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5. Schedule

5.1. Subject schedule*

Week	Type 1 activities	Type 2 activities	Distant / On-line	Assessment activities
1	**Scenarios, Technology** Duration: 13:00 Lecture **Business Scenario and Technologies** Duration: 04:00 Cooperative activities **Business Scenario and Technologies** Duration: 03:00 Additional activities			**Presentation of Business Proposal** Group presentation Progressive assessment Presential Duration: 03:00
2	**Business model and development, Market and competitors** Duration: 13:00 Cooperative activities **Business Model and Strategy** Duration: 04:00 Cooperative activities **Business Proposal** Duration: 03:00 Additional activities			**Presentation of Business Plan** Group presentation Progressive assessment Presential Duration: 03:00
3				**Presentation of Business Plan & writing Essay** Individual presentation Global examination Not Presential Duration: 00:30
4				
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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.

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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
1	Presentation of Business Proposal	Group presentation	Face-to-face	03:00	50%	5 / 10	CG03 CG06 CG07 CG08 CE-EIT05 CE-EIT06 CE-EIT07 CE-EIT08
2	Presentation of Business Plan	Group presentation	Face-to-face	03:00	50%	5 / 10	CG03 CG06 CG07 CG08 CE-EIT05 CE-EIT06 CE-EIT07 CE-EIT08

6.1.2. Global examination

Week	Description	Modality	Type	Duration	Weight	Minimum grade	Evaluated skills
3	Presentation of Business Plan & writing Essay	Individual presentation	No Presential	00:30	100%	5 / 10	CG03 CG06 CG07 CG08 CE-EIT05 CE-EIT06 CE-EIT07 CE-EIT08

6.1.3. Referred (re-sit) examination

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Description	Modality	Type	Duration	Weight	Minimum grade	Evaluated skills
Presentation of Business Plan & writing Essay	Individual presentation	Face-to-face	00:30	100%	5 / 10	CG03 CG06 CG07 CG08 CE-EIT05 CE-EIT06 CE-EIT07 CE-EIT08

6.2. Assessment criteria

Evaluación continua:

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

Presentation of the business proposal (50%)

Presentation of the business plan (50%)

Students must achieve a score of at least 5 out of 10 in each component. If they fail to pass either component, they will be suspended.

Evaluación sólo prueba final:

Students must present another case study and write an essay, each accounting for 50% of their final grade. If they fail this part, they will be suspended and required to attend the extraordinary exam.

Evaluación convocatoria extraordinaire:

The extraordinary exam, which consists of another case study, accounts for 100% of their final grade. If they fail this exam, they will be suspended and will need to repeat the course.