Module 6: Design Thinking, Open Innovation and Business Model Generation (20ECTS)

Subject 6.1 Design Thinking and Business Model Generation I (5 ECTS)
COMPULSORY

Duration and temporal location within the curriculum
This module is taught throughout the second year of the degree.

Language
Basque/Spanish/English

Brief summary of contents
- Introduction to Design Thinking
- Design thinking process: problem identification, empathising with the user, prototyping and testing.
- Introduction to business models
- Designing Innovative Business Models

Competences

Basic Competences:

(CB2) That students know how to apply their knowledge to their work or vocation in a professional manner and possess the competences that are usually demonstrated through the elaboration and defence of arguments and the resolution of problems within their area of study.

(CB4) Students are able to transmit information, ideas, problems and solutions to both specialist and non-specialist audiences.

Transversal Competences:
TC2 Creative and Transformative

General Competences:
GC1: Creative
GC2: Open-minded and with initiative

Specific/Professional Competences:
SC1: Global mindset
SC2 Innovative
SC3 Entrepreneurial Leaders
SC7 Connected

Learning Outcomes

The entrepreneur:

RA1: Has the knowledge and skills to design and produce products/services based on knowledge and experience. knowledge and experience. Can describe your content to customers and people in your team/organisation.

Training activities

- Team dialogue sessions and subject-specific workshops (1.5 ECTS, 37.5 hours).
- Reading books and other sources of information for the generation of new knowledge through essay writing (0,5 ECTS, 12,5 hours)
- Creation of innovative projects within the team company establishing long-term valuable relationships with clients (1 ECTS, 25 hours)
- Participation in courses, events and thematic lectures (1 ECTS, 25 hours)
- individual and group follow-up meetings and evaluation process (0,5 ECTS, 12,5 hours)
- Application of ICTs and digital platforms (0,5 ECTS, 12,5 hours)

Evaluation system

All subjects will be assessed by the continuing assessment system through which constant feedback is provided on the student's learning process.

Continuous feedback on the learning process of the entrepreneur, the team, and the company.

Both the teachers/team coaches of the degree, as well as expert profiles, advisors, and mentors, actively participate in this evaluation process with the aim of guaranteeing the coherence and validity of the process.

Bearing in mind that in each of the subjects, both individual and team performance will be assessed, the criteria to be used in the evaluation process will be the following:

- Individual work will be evaluated with evidence that corresponds to a maximum of 30% of the final grade,
- Team work will be evaluated with evidence that corresponds to a minimum of 70% of the final grade.

The evaluation process will be carried out twice a year in a dialogue session and the following learning tools will be used:

1. Evaluation of the team entrepreneurship process in all learning modules.

The fulfillment of multiple indicators based on the learning outcomes established in the different modules are analyzed and assessed.

2. 360° evaluation of competency profile and individual performance. This is a personal self-assessment and co-assessment session with the team and team coaches using different tools to help evaluate the skills profile of the degree within three categories: teampreneur, teamlearner and teamleader. In this session it will be possible to count on the opinion of other agents participating in the learning process, such as clients and users.

3. The Personal Portfolio is a document through which all the necessary documents and data that serve as evidence in the entrepreneur's learning process and outcomes are collected.

Bibliography

- Brown, T., 2009: Change By Design. How Design Thinking Transforms Organizations and Inspires Innovation. Harper Business
- Cross, N. 2011: Design Thinking. Understanding How Designers Think and Work. Berg Publishers.
- Osterwalder, A. 2010: Business Model Generation. A Handbook for Visionaries, Gamechangers and Challengers. Wiley
- Seelig, T. 2015: Insight Out. Get Ideas Out of Your Head and Into the World. Harper One