

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

- Subject 6.2. Design thinking and generation of business models II (5 ECTS)  
COMPULSORY

**Duration and temporal location within the curriculum**

This subject is taught throughout the third year of the degree programme.

**Language**

Basque/Spanish/English

**Brief summary of contents**

Advanced Design Thinking

Business Model Strategies

Innovative Business Model Design

**Associated Competences****Basic Competences:**

(CB2) Students are able to apply their knowledge to their work or vocation in a professional manner and possess the competences usually demonstrated by the development through the elaboration and defence of arguments and problem solving within their field of study.

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

**Transversal Competences:**

CT2 Creative and Transformative

**General/Personal 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 entrepreneurial person/entrepreneurial team:

RA1: Understands user/customer business and global challenges using design thinking methods. Knows how to redesign existing products/services with the help of experience and adds value through projects.

RA2: Creates diverse ideas to respond to the challenges proposed by users/clients, providing solutions within the team/company as solutions within the team/company and to clients. Has a good understanding of innovation theories and their applications in the market/society.

### **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 by establishing long-term valuable relationships of long-term value with customers (1 ECTS, 25 hours)
- Participation in courses, events and thematic presentations (1 ECTS, 25 hours)
- Individual and group follow-up meetings and evaluation process (0,5 ECTS, 12,5hours)
- Application of ICTs and digital platforms (0,5 ECTS, 12,5 hours)

### **Evaluation system**

All subjects will be assessed by means of the continuous assessment system through which constant feedback is provided on the learning process of the entrepreneur, the team and the company.

Both the degree trainers and the profiles of experts, advisors and mentors actively participate in this assessment process, with the aim of guaranteeing its coherence and validity.

Bearing in mind that in each of the subjects, both individual and team performance will be assessed, the criteria that will govern the assessment system of the degree are as follows:

- individual work can be assessed with evidence that corresponds to a maximum of 30% of the final mark and,
- team work will be assessed with evidence corresponding to at least 70% of the final mark.

The evaluation process will take place twice a year in a dialogue session and the following tools will be used:

1. Evaluation of the team entrepreneurship process in all learning modules. The fulfilment of multiple indicators based on the learning outcomes established in the different modules are analysed and assessed.
2. 360° assessment of competency profile and individual performance. This is a personal self-assessment and co-assessment session with the team and the trainers using different tools that help to assess the

skills profile of the qualification within three categories: teampreneur, teamlearner and teamleader. In this session it will be possible to count on the opinion of other agents involved in the learning process such as clients and users.

3. Personal portfolio is a record in which all the necessary documents and data that serve as evidence of the entrepreneur's learning process and results are collected.

### **Bibliography**

Martin, R., 2009: The Design Of Business: Why Design is the Next Competitive Advantage. Harvard Business Review Press.

Osterwalder, A. 2020: The Invincible Company: How to Constantly Reinvent your Organization with Inspiration From the World Best Business Models. Wiley.

Osterwalder, A. 2015: Value Proposition. How to Create and Services That Customers Want. Design. Wiley.