Module 7: Startup Incubation and Intrapreneurship: Investment and Financing (25 ECTS)

- Subject 7.1.1 Impact Startups Program (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 the experience and creation of work teams.
- Emerging trends, business models and ways of doing things that respond to global societal challenges.
- Understanding and analysis of generational visions (Gen Z, Millennials,...) and their impact on the future.
- Visioning and prototyping the world of the future. Analysis of new forms of production.
- Skills and tools needed to create in the new era.
- New business models and forms of value exchange in the new era: business models oriented to the client, users, administrations, etc. customer, user, administration, etc. oriented business models (B2C, B2B, B2G).
- Value proposition. Opportunity and market. Involved agents and beneficiaries.
- Prototyping plan.

Associated Competences

Basic Competences:
(CB3) That students have the ability to gather and interpret relevant data (usually within their area of study) to make judgments that include a reflection on relevant social, scientific or ethical issues.

(CB5) That students have developed those learning skills necessary to undertake further studies with a high degree of autonomy.

Transversal Competences:
CT2 Creative and Transformative
CT5 Global Outlook

General Competences:
GG1: Creative
CG2: Open-minded and with initiative

Specific/Professional Competences:
CE2 Innovative
CE3 Entrepreneurial Leaders
CE4 Digital
CE7 Connected

Learning Outcomes

The entrepreneur / entrepreneurial team:

RA1: The students will work, oriented to the Sustainable Development Goals of the United Nations, in creating solutions, developing value propositions for the creation of new start ups and experimenting innovation processes.

RA2: they will analyze the different approaches to business models oriented to the consumer and end customer and will build the model best suited to the needs of their project: B2C; B2B; B2G. Strategy development to directly reach the customer or end customer.

RA3: they will analyze the most suitable profiles for the optimal development of their project and will activate different strategies for the creation of multidisciplinary teams.

Training activities

- Team dialogue sessions and subject-specific workshops (1.2 ECTS, 30 hours)
- Reading books and other information sources for the generation of new knowledge through essay writing (0.4 ECTS, 10 hours)
- Creation of business projects within the team company by establishing long-term valuable relationships with clients (1,2 ECTS, 30 hours)
- Participation in courses, events and thematic lectures (0,8 ECTS, 20 hours)
- Individual and group follow-up meetings and evaluation process (0,8 ECTS, 20 hours)
- Application of ICTs and digital platforms (0.6 ECTS, 15 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. 360º 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

Stickdorn & Schneide, 2012: Esto es Service Design Thinking: Fundamentos, herramientas y casos. BIS

Prahalad, C. K., 2009: The Fortune at the Bottom of the Piramid. FT Press

Prahalad, C. K., 2004: The Future of Competition. Co-creating Unique Value with Customers. HBS Press

Bornstein, D. 2007: Cómo cambiar el mundo. Social Entrepreneurs and the Power of New Ideas. Oxford University Press.

Anderson, C., 2006: Long Tail, The, Revised and Updated Edition: Why the Future of Business is Selling Less de más. Hachette