

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

- Subject 6.4. Strategy and strategic innovation 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

- Open Innovation
- Innovation Strategy and Models
- Open Business Models

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:

CG1: Creative

CG2: Open-minded and with initiative

Specific/Professional Competences:

CE1: Global mindset

CE2 Innovative

CE3 Entrepreneurial leaders

CE7 Connected

Learning Outcomes

The entrepreneur/entrepreneurial team:

RA1: They understand open innovation from a global perspective and are able to create diverse ideas for respond to global challenges and provide solutions within their organisation and to users/customers.

RA2: Have assimilated the basic knowledge to create and manage brands and networks. Have experienced the importance and impact of co-branding management.

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)
- Creating entrepreneurial projects within the team company by establishing long-term valuable with clients (1 ECTS, 25 hours)
- Participation in courses, events and thematic presentations (0,5 ECTS, 12,5 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 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

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Von Hippel, E., 2005: Democratizing Innovation. MIT Press

Prahalad, C. K., 2009: New Age of Innovation. Driving co-created value through Global networks. FT Press

Sutton, R., 2007: Weird Ideas That Work. How to Build a Creative Company. Free Press

Jonhson, S. 2010: Where Good Ideas Come From. The Natural History of Innovation. Penguin