INTERNATIONAL
CAMPUS OF
EXCELLENCE

POLITÉCNICA

E.T.S. de Ingenieros
Informaticos

ANX-PR/CL/001-01

LEARNING GUIDE

SUBJECT

103000822 - Launching Of Ict Product/services To The Market

DEGREE PROGRAMME

10AX - Master Universitario Innovación Digital Ciencia de Datos Itinerario Health

ACADEMIC YEAR & SEMESTER

2020/21 - Semester 2

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1. Description

1.1. Subject details

Name of the subject	103000822 - Launching Of Ict Product/services To The Market
No of credits	2 ECTS
Type	Compulsory
Academic year ot the programme	First year
Semester of tuition	Semester 2
Tuition period	February-June
Tuition languages	English
Degree programme	10AX - Master Universitario Innovación Digital Ciencia de Datos Itinerario Health
Centre	10 - Escuela Tecnica Superior de Ingenieros Informaticos
Academic year	2020-21

2. Faculty

2.1. Faculty members with subject teaching role

Name and surname	Office/Room	Email	Tutoring hours *
Aristides Senra Diaz		aristides.senra@upm.es	Sin horario.
Federico Garcia-Linares Fontes (Subject coordinator)		f.garcia-linares@upm.es	- -

* 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

CB09 - Que los estudiantes sepan comunicar sus conclusiones y los conocimientos y razones últimas que las sustentan a públicos especializados y no especializados de un modo claro y sin ambigüedades

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.

CG05 - Comprensión de los principios de la gestión de proyectos, riesgo y cambio, así como poseer la capacidad de aplicar metodologías y procesos para gestionar proyectos y mitigar los riesgos.

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.

CG09 - La capacidad de transformar las experiencias prácticas en problemas y desafíos de investigación.

3.2. Learning outcomes

RA46 - Identify and assess the impact of ICT technologies and innovations in a thematic area, on its markets and stakeholders (competitors, alliances, networks) and the business opportunities they offer.

RA39 - Perform a business solution planning and development process (dynamics of developing the business, organization needed to implement it, go-to-market).

RA47 - Develop a business plan and commercial projects client oriented

* 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.

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4. Brief description of the subject and syllabus

4.1. Brief description of the subject

- Understanding the IT sector in the EU: towards digital economy
 - Structure of the ICT sector in the EU

 - Introduction to the specificities of digital products and services

 - Digital marketing

 - Early-stage internationalization (comparison with other regions). Where should you locate your company? Role of clusters, co-working spaces and centres for innovation support

 - What happens when the product/service is already in the market?

4.2. Syllabus

1. Understanding the sector: towards digital economy

2. Structure of the ICT sector

3. Market analysis

4. Customer segmentation

5. Beta testing

6. Road-mapping

7. Pricing strategies

8. Launching strategy: digital marketing

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5. Schedule

5.1. Subject schedule*

Week	Face-to-face classroom activities	Face-to-face laboratory activities	Distant / On-line	Assessment activities
1	**Tema 1** Duration: 01:45			**Test** Continuous assessment Presential Duration: 00:15
2	**Tema 2** Duration: 01:45			**Test** Continuous assessment Presential Duration: 00:15
3	**Tema 3** Duration: 01:45			**Test** Continuous assessment Presential Duration: 00:15
4	**Tema 4** Duration: 01:45			**Test** Continuous assessment Presential Duration: 00:15
5	**Tema 5** Duration: 01:45			**Test** Continuous assessment Presential Duration: 00:15
6	**Tema 6** Duration: 01:45			**Test** Continuous assessment Presential Duration: 00:15
7	**Tema 7** Duration: 01:45			**Test** Continuous assessment Presential Duration: 00:15
8	**Tema 8** Duration: 01:45			**Test** Continuous assessment Presential Duration: 00:15
9				**Trabajo final** Continuous assessment Presential Duration: 02:00 **Test final** Final examination

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				Presential Duration: 02:00
10				
11				
12				
13				
14				
15				
16				
17				

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.

* The schedule is based on an a priori planning of the subject; it might be modified during the academic year, especially considering the COVID19 evolution.

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6. Activities and assessment criteria

6.1. Assessment activities

6.1.1. Continuous assessment

Week	Description	Modality	Type	Duration	Weight	Minimum grade	Evaluated skills
1	Test		Face-to-face	00:15	10%	5 / 10	CB09 CG05 CG08 CG06 CG07 CE-EIT05 CG09
2	Test		Face-to-face	00:15	10%	5 / 10	CB09 CG05 CG08 CG06 CG07 CE-EIT05 CG09
3	Test		Face-to-face	00:15	10%	5 / 10	CB09 CG05 CG08 CG06 CG07 CE-EIT05 CG09
4	Test		Face-to-face	00:15	10%	5 / 10	CB09 CG05 CG08 CG06 CG07 CE-EIT05 CG09
5	Test		Face-to-face	00:15	10%	5 / 10	CB09 CG05 CG08 CG06 CG07 CE-EIT05 CG09

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				Face-to-face	00:15	10%	5 / 10	CB09 CG05 CG08 CG06 CG07 CE-EIT05 CG09
6	Test			Face-to-face	00:15	10%	5 / 10	CB09 CG05 CG08 CG06 CG07 CE-EIT05 CG09
7	Test			Face-to-face	00:15	10%	5 / 10	CB09 CG05 CG08 CG06 CG07 CE-EIT05 CG09
8	Test			Face-to-face	00:15	10%	5 / 10	CB09 CG05 CG08 CG06 CG07 CE-EIT05 CG09
9	Trabajo final			Face-to-face	02:00	20%	5 / 10	CB09 CG05 CG08 CG06 CG07 CE-EIT05 CG09

6.1.2. Final examination

Week	Description	Modality	Type	Duration	Weight	Minimum grade	Evaluated skills
9	Test final		Face-to-face	02:00	100%	5 / 10	CE-EIT05 CG09 CB09 CG05 CG08 CG06 CG07

6.1.3. Referred (re-sit) examination

No se ha definido la evaluación extraordinaria.

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6.2. Assessment criteria

Participación en clase, ejercicios y comentarios de lecturas: 80% de la nota.

Trabajo final: 20%

7. Teaching resources

7.1. Teaching resources for the subject

Name	Type	Notes
Lectura sobre artículo de innovación	Others	

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