ANX-PR/CL/001-01

LEARNING GUIDE

SUBJECT

103000823 - Summer School

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	103000823 - Summer School
No of credits	4 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 *
Ziba Habibi Lashkari (Subject coordinator)	5218	ziba.habibi@upm.es	Sin horario. Sin horario.

* 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-EIT07 - Capacidad para entender las tendencias globales o de mercado, las rutas de innovación, las redes industriales de valor en un sector (Digital Health, Digital Industry, Smart Cities, etc.), y reconocer su importancia relativa para el desarrollo de un producto o servicio y del negocio.

CE-EIT08 - Capacidad para analizar el negocio potencial, los modelos de negocio o los escenarios comerciales alternativos para una tecnología considerando un nuevo sector de aplicación y/o mercado y evaluar las condiciones de su explotación.

CG03 - La capacidad de usar la lengua inglesa de manera competente, es decir, con capacitación para tareas complejas de trabajo y estudio.

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.

3.2. Learning outcomes

RA47 - Develop a business plan and commercial projects client oriented

RA37 - Understand global/market trends, innovation routes, industry value networks in a thematic area and recognize their relative importance for product/service and business development.

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

* 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

The summer school consists of lectures of academics and practitioners, field visits, and socializing events. The main activity for the students is to work on a business plan/proposal. As the summer school is a two-week event, it is conceived to have a more design/market-oriented focus during the first week and a more business/financial focus for the second week.

4.2. Syllabus

1. Case presentations/assignment

2. Scenarios, the impact of ICT technologies in the thematic area

3. Innovation routes, industry value chains and value networks in the thematic area

4. User-centered design in the thematic area

5. Ethical, societal and sustainability aspects in the thematic area

6. Business models in the thematic area

7. Stakeholders analysis

8. Revenue models in the thematic area

9. Business model pitch

10. Market and competitors analysis, IPR

11. Development strategy, financing, risk analysis

12. Go-to-market strategies in the thematic area

13. Business plan pitch

5. Schedule

5.1. Subject schedule*

Week	Face-to-face classroom activities	Face-to-face laboratory activities	Distant / On-line	Assessment activities
1	**Scenarios, Technology** Duration: 16:00 **Business Scenario and Technologies** Duration: 04:00			**Business Scenario and Technologies** Continuous assessment Presential Duration: 03:00
2	**Business model and development, Market and competitors** Duration: 16:00 **Business Model and Strategy** Duration: 04:00			**Final Pitch- Business Plan** Final examination Not Presential Duration: 03:00 **Business Proposal** Final examination Not Presential Duration: 00:00 **Business Model and Strategy** Continuous assessment Presential Duration: 03:00
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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,

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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	Business Scenario and Technologies		Face-to-face	03:00	50%	5 / 10	CG06 CG07 CG03 CE-EIT07
2	Business Model and Strategy		Face-to-face	03:00	50%	5 / 10	CE-EIT08 CG08 CB09

6.1.2. Final examination

Week	Description	Modality	Type	Duration	Weight	Minimum grade	Evaluated skills
2	Final Pitch- Business Plan		No Presential	03:00	50%	5 / 10	CG06 CG07 CG03 CE-EIT07
2	Business Proposal		No Presential	00:00	50%	5 / 10	CE-EIT08 CG08 CB09

6.1.3. Referred (re-sit) examination

Description	Modality	Type	Duration	Weight	Minimum grade	Evaluated skills
Final Pitch- Business Plan		Face-to-face	03:00	50%	5 / 10	CG06 CG07 CG03 CE-EIT07
Business Proposal		Face-to-face	03:00	50%	5 / 10	CE-EIT08 CG08 CB09

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6.2. Assessment criteria

The evaluation of the students will be based on two main sources:

- Presentation of the business proposal (50%)
- Presentation of the Business plan (50%)