uc3m | Universidad **Carlos III** de Madrid

Entrepreneurship in AI

Academic Year: **(2022 / 2023)**   **Review date: 31-05-2022**

Department assigned to the subject: Mechanical Engineering Department

Coordinating teacher: NIETO SANCHEZ, MARIA JESUS

Type: Electives ECTS Credits : 3.0

Year : 1 Semester : 2

REQUIREMENTS (SUBJECTS THAT ARE ASSUMED TO BE KNOWN)

No requirements

OBJECTIVES

OBJECTIVES:
- To know the complex process associated with the development of an AI-based product or service, from its conception to the planning, start-up and new venturing
- To know the basic elements of the firm and develop ethical behavior and social responsibility
- To assimilate the concepts and develop the entrepreneurial skills to discover and lead AI-based innovations.
- To know the phases for the creation of a new company or to promote entrepreneurship in companies.

DESCRIPTION OF CONTENTS: PROGRAMME

1. Entrepreneurship: from the opportunity to the new venture

2. Business ideas: Innovation and creativity techniques
2.1. Technological trends in entrepreneurship: AI, IoT, 5G, etc.
2.2. Innovation methodology: Design Thinking

3. Ideation Workshop. AI solutions for real problems.

4. Business model. Business Model Canvas

5. Lean Startup Methodology. The Minimum Viable Product

6. Business plan: design, structure and purpose.

7. Finance for entrepreneurs: startup financing and accounting basic concepts

8. Legal aspects and Protection of innovation

9. Communication techniques

LEARNING ACTIVITIES AND METHODOLOGY

Theorical class
Practical theoretical classes
Tutorials
Team work
Individual student work
Exams

ASSESSMENT SYSTEM

Final exam: 60%
Continuous evaluation: 40%: includes the individual and team work, and proposed activities during the course
Class participation:10%

This assessment is applied both in the ordinary and extraordinary call

% end-of-term-examination: 30

% of continuous assessment (assigments, laboratory, practicals…): 70

BASIC BIBLIOGRAPHY

- Rodríguez Márquez, A., Nieto, M.J, Fernández, Z., Revilla, A. Manual de creación de empresas. De la oportunidad a la puesta en marcha., Civitas, (2014)

ADDITIONAL BIBLIOGRAPHY

- Langa. B. Creación de Modelos de Negocio de éxito basados en Inteligencia Artificial , Independently published, (2017)

- Osterwalder, A. y Pigneur, Y. Generación de Modelos de Negocio, Deusto , (2011)

- Ries E.   El método de Lean Startup: Cómo crear empresas de éxito utilizando la innovación continua, Ediciones Deusto, (2011)