

## Entrepreneurship in AI

Academic Year: ( 2023 / 2024 )

Review date: 18-04-2023

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

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- 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

Theoretical 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

<b>% end-of-term-examination:</b>	30
<b>% of continuous assessment (assignments, laboratory, practicals...):</b>	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)