

## Creativity and Entrepreneurship

Academic Year: ( 2023 / 2024 )

Review date: 22-04-2023

Department assigned to the subject: Mechanical Engineering Department

Coordinating teacher: NIETO SANCHEZ, MARIA JESUS

Type: Compulsory ECTS Credits : 3.0

Year : 1 Semester : 2

## OBJECTIVES

- To know the process associated with the development of an industrial product
- Develop and encourage creativity in the industrial design process
- 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 innovations in the industrial field
- To know the phases for the creation of a new venture or to promote entrepreneurship within companies.
- To develop management, leadership and decision-making capabilities

## DESCRIPTION OF CONTENTS: PROGRAMME

Entrepreneurship  
Business opportunities: identification and valuation  
Business ideas: creativity and innovation  
Methodologies for new business models: Business Model Canvas  
Innovation and creativity methodologies: Design Thinking and Lean Startup Methodology  
Business plan: design, structure and purpose.

## LEARNING ACTIVITIES AND METHODOLOGY

Practical and theoretical lectures  
Tutorials  
Team work  
Individual student work  
Exam

## ASSESSMENT SYSTEM

Final exam: 50% (minimum grade of 4/10 to pass the subject)  
Continuous evaluation: 50%: includes the individual and team work, and proposed activities during the course

<b>% end-of-term-examination:</b>	50
<b>% of continuous assessment (assignments, laboratory, practicals...):</b>	50

## BASIC BIBLIOGRAPHY

- Rodríguez, A. Nieto, M.J., Fernández, Z., y Revilla Castejón, A. Manual de Creación de Empresas. , Civitas-Thompson Reuters. , 2014

## ADDITIONAL BIBLIOGRAPHY

- 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