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

% end-of-term-examination:	50
% of continuous assessment (assigments, laboratory, practicals…):	50

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

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