

Academic Year: ( 2024 / 2025 )

Review date: 25-04-2024

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

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

- Lewrick, M., Link, P. Leifer, L. The Design Thinking Play book. Mindful digital transformation of teams, products, services, businesses and ecosystems., Wiley. , 2018
- 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