uc3m Universidad Carlos III de Madrid

Vicerrectorado de Estudios Apoyo a la docencia y gestión del grado

COURSE: SOCIAL ENTERPRENEURSHIP							
	YEAR: 2019-20	TERM: 2					

	WEEKLY PLANNING							
S	S		TEACHING (mark X)	SPECIAL ROOM	WEEKLY PROGRAMMING FOR STUDENT			
E M A N	E S I Ó N	DESCRIPTION	FOR SESI (comput classroo SEMINARS audio-vis	FOR SESION (computer classroom, audio-visual classroom)	DESCRIPCIÓN	CLASS HOURS	HOMEWORK HOURS (Max. Estim. 3,25h)	
1		Presentation. Establishment of work groups. Methodologies for the design of entrepreneurship projects. Design Thinking, Agile, Scrum, Lean StartUp, Entrepreneurial skills			Presentation. Establishment of work groups. Entrepreneurial skills. Methodologies for the design of entrepreneurship projects. Design Thinking, Agile, Scrum, Lean StartUp,	1,5	3,25	
2	2	IDEATION PHASE Exploring the environment searching for problems, needs and passions. Analysis of options.			IDEATION PHASE Exploring the environment searching for problems, needs and passions. Analysis of options.	1,5	3,25	
3	3	The idea. Generation of entrepreneurship ideas. Creative thinking. Generation of creative ideas.			The idea. Generation of entrepreneurship ideas. Creative thinking. Generation of creative ideas.	1,5	3,25	
4	4	CONTEXTUALIZATION PHASE Determination of the characteristics of the client. Design of the story with the client and their need or problem to solve. Initial validation of the customer's story. The client: objectives, actions, problems.			CONTEXTUALIZATION PHASE Determination of the characteristics of the client. Design of the story with the client and their need or problem to solve. Initial validation of the customer's story. The client: objectives, actions, problems.	1,5	3,25	

N Ó SEMINARS audio-visual DESCRIPCIÓN CLASS HOURS HOURS	WEEKLY PLANNING								
Seminary Properties Prope	E M A N	E S I Ó	DESCRIPTION		SPECIAL ROOM FOR SESION (computer classroom, audio-visual				
S The Value proposition: the customer and the product or service product				SEMINARS		DESCRIPCIÓN	CLASS HOURS	(Max. Estim.	
Creating the business model canvas: Value proposition, customer segment, relationships and channels Subtoal 2	5	5	The value proposition: the customer and the product or service				1,5	3,25	
Total 1 (Hours of class plus student homework) Earn BUSINESS MODEL Canvas of business model: Activities, resources and associations Canvas of business model: Activities, resources and associations Canvas of business model: structure of costs and sources of income. Canvas of business model: structure of costs and sources of income. 1,5 3,25 and sources of income. Analysis of the competitors. Value curve Analysis of the competitors. Value curve 1,5 3,25 and sources of income. Analysis of the competitors. Value curve 1,5 3,25 and sources of income. Analysis of the competitors. Value curve 1,5 3,25 and sources of income. Analysis of the competitors. Value curve 1,5 3,25 and sources of income. Analysis of the competitors. Value curve 1,5 3,25 and sources of income. Analysis of the competitors. Value curve 1,5 3,25 and sources of income. Analysis of the competitors. Value curve 1,5 3,25 and sources of income. Analysis of the competitors. Value curve 1,5 3,25 and sources of income. Analysis of the competitors. Value curve 1,5 3,25 and sources of income. Analysis of the competitors. Value curve 1,5 3,25 and sources of income. Analysis of the competitors. Value curve 1,5 3,25 and sources of income. Analysis of the competitors. Value curve 1,5 3,25 and sources of income. Analysis of the competitors. Value curve 1,5 3,25 and sources of income. Analysis of the competitors. Value curve 1,5 3,25 and sources of income. Analysis of the competitors. Value curve 1,5 3,25 and sources of income. Analysis of the competitors. Value curve 1,5 3,25 and sources of income. 1,5	6					model canvas: Value proposition, customer	1,5	3,25	
88income.1,53,2599Analysis of the competitors. Value curve1,53,251010Your idea in numbers Economic and financial planYour idea in numbers Economic and financial plan1,53,251111PROTOTYPED PHASE Prototyping of productsPROTOTYPED PHASE Prototyping of products1,53,251212Project prototypingProject prototyping1,53,251313COMMUNICATION PHASE Guerrilla communication and marketing for our projects.COMMUNICATION PHASE Guerrilla communication and marketing for our projects.1414Presentation of Projects. Small Fair of EntrepreneurshipPresentation of Projects. Small Fair of Entrepreneurship1,53,25Total 1 (Hours of class plus student homework)15Tutorials, handing in, etc1,87	7	7	Canvas of business model: Activities, resources and associations			Canvas of business model: Activities, resources and associations	1,5	3,25	
10 10 Your idea in numbers Economic and financial plan PROTOTYPED PHASE Prototyping of products 11 11 11 PROTOTYPED PHASE Prototyping of products Project prototyping COMMUNICATION PHASE Guerrilla communication and marketing for our projects. 13 13 COMMUNICATION PHASE Guerrilla communication and marketing for our projects. Presentation of Projects. Small Fair of Entrepreneurship Presentation of Projects. Small Fair of Entrepreneurship Total 1 (Hours of class plus student homework) 15 Tutorials, handing in, etc Your idea in numbers Economic and financial plan PROTOTYPED PHASE PROTOTYPED PHASE PROTOTYPED PHASE Prototyping of products Prototyping of products Project prototyping Project prototyping COMMUNICATION PHASE Guerrilla communication and marketing for our projects. Presentation of Projects. Small Fair of Entrepreneurship Presentation of Projects. Small Fair of Entrepreneurship 1,5 3,25 Total 1 (Hours of class plus student homework) 67	8	8					1,5	3,25	
10 10 Your idea in numbers Economic and financial plan plan plan 1,5 3,25 3,25 11 11 PROTOTYPED PHASE Prototyping of products Prototyping of products 1,5 3,25 12 12 Project prototyping PHASE Prototyping Project prototyping 1,5 3,25 13 13 COMMUNICATION PHASE Guerrilla communication and marketing for our projects. COMMUNICATION PHASE Guerrilla communication and marketing for our projects. Presentation of Projects. Small Fair of Entrepreneurship Presentation of Projects. Small Fair of Entrepreneurship 1,5 3,25 2,5 2,5 2,5 2,5 2,5 2,5 2,5 2,5 2,5	9	9	Analysis of the competitors. Value curve			Analysis of the competitors. Value curve	1,5	3,25	
11 11 Prototyping of products 1,5 3,25 12 12 Project prototyping 1,5 3,25 13 13 COMMUNICATION PHASE Guerrilla communication and marketing for our projects. Presentation of Projects. Small Fair of Entrepreneurship 1,5 3,25 14 14 Presentation of Projects. Small Fair of Entrepreneurship Presentation of Projects. Small Fair of Entrepreneurship 1,5 3,25 14 15 Tutorials, handing in, etc Total 1 (Hours of class plus student homework) 1,8 7 15 Tutorials, handing in, etc Subtotal 2 9	10	10	Your idea in numbers Economic and financial plan				1,5	3,25	
COMMUNICATION PHASE Guerrilla communication and marketing for our projects. 14 14 Presentation of Projects. Small Fair of Entrepreneurship Presentation of Projects. Small Fair of Entrepreneurship 15 Tutorials, handing in, etc COMMUNICATION PHASE Guerrilla communication and marketing for our projects. Presentation of Projects. Small Fair of Entrepreneurship 1,5 3,25 Entrepreneurship Total 1 (Hours of class plus student homework) 5 Ustotal 2 9	11	11					1,5	3,25	
13 13 COMMUNICATION PHASE Guerrilla communication and marketing for our projects. 14 14 Presentation of Projects. Small Fair of Entrepreneurship 15 Tutorials, handing in, etc Guerrilla communication and marketing for our projects. Guerrilla communication and marketing for our projects. Presentation of Projects. Small Fair of Entrepreneurship 1,5 3,25 Entrepreneurship Total 1 (Hours of class plus student homework) 67 Subtotal 2 9	12	12	Project prototyping			Project prototyping	1,5	3,25	
Presentation of Projects. Small Fair of Entrepreneurship 1,5 3,25 Subtotal 1 Tutorials, handing in, etc Presentation of Projects. Small Fair of Entrepreneurship 1,5 3,25 Total 1 (Hours of class plus student homework) Total 1 (Hours of class plus student homework) Subtotal 2 9	13	13				Guerrilla communication and marketing for our projects.	1,5	3,25	
Total 1 (Hours of class plus student homework) Tutorials, handing in, etc Tutorials, handing in, etc Subtotal 2 9	14	14	Presentation of Projects. Small Fair of Entrepreneurship			<u>-</u>	1,5	3,25	
15 Tutorials, handing in, etc 1,8 7 Subtotal 2 9						Subtotal 1	21	46	
Subtotal 2 9		Total 1 (Hours of class plus student homework)						7	
Subtotal 2 9	15		Tutorials, handing in, etc				1,8	7	
						,	9		
	Total 2 (Hours of class plus student homework)								

	WEEKLY PLANNING							
s	s		TEACHING (mark X)	SPECIAL ROOM	WEEKLY PROGRAMMING FOR S	TUDENT		
E M A N	E S I Ó	DESCRIPTION	SEMINARS	FOR SESION (computer classroom, audio-visual classroom)	DESCRIPCIÓN	CLASS HOURS	HOMEWORK HOURS (Max. Estim. 3,25h)	

75

TOTAL (Maximun 75 horas)