

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

WEEKLY PLANNING							
S E M E S T R E	S E S I Ó N	DESCRIPTION	TEACHING (mark X)	SPECIAL ROOM FOR SESION (computer classroom, audio-visual classroom...)	WEEKLY PROGRAMMING FOR STUDENT		
			SEMINARS		DESCRIPCIÓN	CLASS HOURS	HOMEWORK HOURS (Max. Estim. 3,25h)
1	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

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5	5	The value proposition: the customer and the product or service			The value proposition: the customer and the product or service	1,5	3,25
6	6	Creating the business model canvas Business model canvas: Value proposition, customer segment, relationships and channels			Creating the business model canvas Business model canvas: Value proposition, customer segment, relationships and channels	1,5	3,25
7	7	BETA BUSINESS MODEL Canvas of business model: Activities, resources and associations			BETA BUSINESS MODEL Canvas of business model: Activities, resources and associations	1,5	3,25
8	8	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
9	9	Analysis of the competitors. Value curve			Analysis of the competitors. Value curve	1,5	3,25
10	10	Your idea in numbers Economic and financial plan			Your idea in numbers Economic and financial plan	1,5	3,25
11	11	PROTOTYPED PHASE Prototyping of products			PROTOTYPED PHASE Prototyping of products	1,5	3,25
12	12	Project 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.	1,5	3,25
14	14	Presentation of Projects. Small Fair of Entrepreneurship			Presentation of Projects. Small Fair of Entrepreneurship	1,5	3,25
Subtotal 1						21	46
Total 1 (Hours of class plus student homework)						67	
15		Tutorials, handing in, etc				1,8	7
Subtotal 2						9	
Total 2 (Hours of class plus student homework)						9	

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			SEMINARS		DESCRIPCIÓN	CLASS HOURS	HOMEWORK HOURS (Max. Estim. 3,25h)
TOTAL (<i>Maximun 75 horas</i>)					75		