

(Introduction to) Intra-Social-Entrepreneurship

Course details

Course Code:

Course director: Claudio Feijoo

Course organizers: Laura Millán Mayoral, Òscar O. Santos-Sopena

Mentors: tbc

Students: Undergraduate students & Master students

Language: English

Teaching hours: 60+

ECTS: 3

When: Fall and Spring semesters. Fall semester: From October 5th to October 30th

Teaching Method: Practical approach with cases and workgroup projects

Pre-requisite: Interest in entrepreneurship and innovation

Location: Online / Offline ETS de Ingeniería y Diseño Industrial

Summary – Course description

After completion of the course, students are expected to understand and be able to use a number of very practical methods to manage innovative projects within a company or organization and/or to pursue their own intra/entrepreneurial endeavours following new approaches.

This subject is derived from the idea that the new methods originated in the entrepreneurial arena in the last decade can be extremely useful for managers and intrapreneurs. These methods facilitate a better understanding of the customer and an ability to rapidly adapt any theoretical project to realistic metrics. These new methods acknowledge the fact that innovation and business models are created in a learning process, and that innovation can be “engineered” to increase the chances of success.

The goal of this course is to develop a real intra-entrepreneurial project that complies with the needs of today’s society by working on multidisciplinary teams. This practical course will follow the “Lean Startup” method with additionally selected course-related content.

The course consists of several parts; creative (design) thinking to look for ideas, re-shaping of ideas for them to become project proposals, value proposition, experiment design, prototyping and use of tools and methodologies such as business model canvas and lean start-up. The course will emphasize the practical side of the tools and will introduce related key concepts on the innovation / intra / social / entrepreneurial ecosystems with a particular focus on Spain and the opportunities related to China / Shanghai.

Participants will learn how to prototype using different tools. Furthermore, the course will provide the opportunity for each team to work with an experienced mentor. Participants will also have access to exclusive events related to entrepreneurship, where they can meet and learn from successful entrepreneurs and innovators

During the course, students will team-work in a practical project of their own that will be presented, discussed and evaluated in a final pitch session.

Objectives and requirements

This is a practical under/graduate level course on tools and methodologies for managers and innovators based on new developments in social entrepreneurship and business platforms.

There are some major objectives of this course: (i) to provide students with some conceptual and practical tools to improve their management skills on innovative projects; (ii) to provide students with the general rationale and ordered logical steps when launching a social entrepreneurial project of their own; (iii) to know the basics on how to present and defend a successful entrepreneurial project; (iv) to provide hands-on knowledge on tools, methods and upcoming opportunities of interest to be applied in a project to be developed through the duration of the course. (v) to provide participants with some tools and concepts of digital prototyping. (vi) to provide participants with a vision of the challenges and opportunities of this new era (vii) to train students to lead and manage high-performing teams in the online world (viii) to connect students with start-ups, entrepreneurs, corporations and the university itself.

Sessions will include work on projects to be developed and discussed during the classes.

Classes will be held either online or offline, according to the status of Universidad Politécnica de Madrid's campus. Online classes will utilize different online platforms such as "Microsoft Teams" or "Zoom" application to ensure an efficient and interactive educational experience. Offline classes may include online activities. They will take place in a designated room at ETS de Ingeniería y Diseño Industrial.

Students are requested to interact during the lessons, work in teams, complete tasks and read the references assigned to each session and to provide results for the assignments.

All course materials will be available online upon the start of the course.

Programme & Schedule

NB: This is a tentative programme. The topics are indicative. Program might be modified depending on the interest of students about the subjects covered, on the level and depth of the discussion, and on the availability of the possible invited lecturers. Program may be modified due to external factors that could alter the format of the course.

In addition to classes, the students will be encouraged to participate in innovation / entrepreneurship related events that will be announced during the classes.

Also, this course can be used as an introduction to ActúaUPM program in Madrid. Students will be encouraged to participate in the program.

Similarly, this course can be used as an introduction to the incubation program launched by UPM in Shanghai, China. Students interested in China will be encouraged to participate in the program.

Session	Date	Content
1	5.10.2021	<ul style="list-style-type: none"> ● Course description ● Contextualization (intra-social-entrepreneurship) ● Ideation (small groups-debate)
2	7.10.2021	<ul style="list-style-type: none"> ● What is self-awareness and why do we need it? ● Reach your full potential. Are you self-aware? ● Self-confidence vs. arrogance – the fine line between the two
3	12.10.2021	<ul style="list-style-type: none"> ● Teams creation ● How to manage high-performing teams (in an online world)
4	14.10.2020	<ul style="list-style-type: none"> ● Reframing the problem

		<ul style="list-style-type: none">● Overview on Design Thinking
5	19.10.2021	<ul style="list-style-type: none">● DNA of a startup.● Value proposition canvas● Meet the founders: Value proposition
6	21.10.2021	<ul style="list-style-type: none">● Experiment board: how to conduct interviews and validated learning.● Customer development.● Minimum viable product.● Product-market fit
7	28.10.2021	<ul style="list-style-type: none">● Digital prototyping● Content Strategy, content map● UX, action diagram and flow diagram

		<ul style="list-style-type: none"> ● Usability test
8	2.11.2021	<ul style="list-style-type: none"> ● Business models ● Business model Canvas: theoretical and practical approach ● Basic finances
9	4.11.2021	<ul style="list-style-type: none"> ● How to communicate ● Communication for entrepreneurs ● Practical approaches ● Check point: EQ and creative diary
10	4.11.2021	Meet the investors (18:00-19:30)
11	8.11.2021	<ul style="list-style-type: none"> ● Elevator pitch ● Pitch deck, pitch structure

		<ul style="list-style-type: none"> ● Tried & true ● Graphic content
12	TBC	<ul style="list-style-type: none"> ● Digital prototyping (Mentoring)
13	9.11.2021	<ul style="list-style-type: none"> ● Testimonials, opportunities and networking
14	11.11.2021	<ul style="list-style-type: none"> ● Demo day: Participants will present their projects to a jury through a 7-minutes pitch
15	TBC	<ul style="list-style-type: none"> ● Course related events/visits (tbc)
16	TBC	<ul style="list-style-type: none"> ● Mentoring with experts

**Participants will be assigned a mentor to guide them in their projects. The date and time will be determined through an agreement by the mentor and the participants

Documentation

Each of the sessions of the programme will have specific documentation, including selected references to research further into the topic.

In addition, for some of the sessions some publicly available documents will be delivered to the students as readings before the session.

All the documentation will be uploaded online. The course will have a WhatsApp/Wechat group for communication purposes.

The WhatsApp/Wechat group will be launched during the first class.

Classes will be held either online or offline, according to the status of Universidad Politécnica de Madrid's campus. Online classes will utilize different online platforms such as "Microsoft Teams" or "Zoom" application to ensure an efficient and interactive educational experience. Offline classes may include online activities

References and reading material:

[1] Blank, S. (2013). Why the Lean Start-Up Changes Everything. Harvard Business Review, (May), 3–9.

[2] Osterwalder, A., Pigneur, Y., & Clark, T. (2010). Business model generation: A handbook for visionaries, game changers, and challengers. Hoboken. NJ: Wiley.

[3] Blank, S., & Dorf, B. (2012). The startup owner's manual. K&S; Ranch.

[4] Ries, E. (2011). The lean startup: How today's entrepreneurs use continuous innovation to create radically successful businesses. Random House LLC.

[5] Feld, B., Mendelson, J. (2016). Venture deals: Be smarter than your lawyer and venture capitalist. Wiley

Evaluation criteria

The evaluation will be based on the individual assignments and teamwork:

- Individual assignments: 40%
- Teamwork (including pitch): 40%
- Contributions / Attendance during classes: 20%

The criteria for evaluation will be:

- Understanding of the concepts explained
- Ability to apply them in an actual strategic setting
- Contributions to discussion
- Thinking outside the box

About the lecturers

CLAUDIO FEIJÓO holds an MSc and PhD in Telecommunication Engineering and an MSc in Quantitative Economics. He is full professor at the Technical University of Madrid (UPM) where he researches on the future socio-economic impact of emerging information society technologies, in particular, from an ultra-broadband, mobile and content perspective. Since 2014 he lives in Shanghai, where he serves as Co-Director of the Sino-Spanish Campus at Tongji University in Shanghai and, as well, Director for Asia at UPM. He has been guest lecturer at IE Business School on digital business and disruptive ICT, and he is a member of the board of the International Telecommunications Society. He also spent two extremely nice years working at the Institute for Prospective Technological studies of the European Commission. He has run marathons, travelled across the Kalahari, Syrian and Australian deserts, wrote a couple of books on independent rock music, and help launch more than fifteen startups. He is currently involved as mentor in three startups between Europe and Asia (China) covering social media, the music industry and AI for all. He is also a serial intrapreneur with a long track on new education programs with a focus on multidisciplinary domains and innovation. He is particularly proud of having worked with –and getting grants and salaries for– more than 150 brilliant students from across the world and from different engineering, architectural, economic, and social sciences background.

ÒSCAR SANTOS-SOPENA holds a B.A., and M.A., in Foreign Languages and Literatures (English) from Universidad Complutense (Spain), a M.A., in Spanish Language and Literature from The Catholic University of America (Washington, D.C.), a Ph.D., Spanish Language, Literature, and Culture - Comparative and Cultural Studies from University of Maryland - College Park, and a Certificate in Arts Administration from New York University (NYU). He organizes international and educational programs, coordinates cultural events, and designs communication, social media and digital marketing strategies to promote several international students' services and arts management initiatives. As an educator, he holds a very active research agenda in using technology in language, culture, history, film, and literature higher education courses and Applied Linguistics. He is interested in Online, Blended-Hybrid, and e-Learning courses.

LAURA MILLÁN holds a master's degree in International Leadership and Innovation. Graduated in Industrial Design Engineering by Universidad Politécnica de Madrid she has experience in consulting, education and entrepreneurship. She moved to China two years ago to start Xiji Incubator, an incubator for foreign companies which is based in Tongji University in Shanghai, where she currently works as its manager. Laura has experience working with companies in various fields and different stages of the start-up process and wants to help aspiring entrepreneurs achieve their goals. She collaborates as a guest lecturer with Tongji University. Laura understands the Chinese ecosystem of entrepreneurship and innovation and her main research is about design methodologies applied to business models.

CRISTINA ARMUÑA is Telecom Engineer and Master in City Sciences by the Technical University of Madrid. After several years working for Management Solutions as bank consultant, she managed the Networks Deployments area at the Spanish Association of Telecom Operators. In 2014 she started her freelance career as Telecommunications, Media and Technology consultant. She has continued linked to the Academia, currently she mentors projects in the 101 Entrepreneurship UNED program and she is doing her PhD Research on human capital in entrepreneurship ecosystems.

JOAN BRUNO RODRÍGUEZ After obtaining his master degree in Aeronautical Engineering from Universidad Politécnica de Madrid (UPM), Joan Bruno oriented his career into the study, development and application of Design Methods, positioning conceptual design as a key driver for innovation. The need of attaining integrative visions stimulates his basic research, in which he constantly looks for new connections that link creativity, science and technology from a humanist perspective. As a practitioner, he has been responsible for the development of conceptual design methods in Altran, speaker in international conferences, advisor for the creation of innovation teams, and lecturer at Technical University of Madrid (UPM). As a PhD researcher, he has visited the College of Design & Innovation of Tongji University in Shanghai. In the field of social innovation, he has created several projects, using Design Methods as a natural complement to creativity. In his research, Joan Bruno intends to establish new relations between the art of Design Thinking and the practice of engineering formulation. He is passionate about discovering new cultures and knowledges, that remind him the need of amplifying our perspectives to face inspiring challenges.

PAULA MUELLER describes herself as a global citizen with close to two decades of working experience. Throughout her career she held various executive positions ranging from general manager of a renowned German automotive supplier, to COO of a global medical product manufacturer. She has always been passionate about leadership and constantly searched for ways to improve the efficiency within her teams.

Prior to setting up EQwind Paula was leading the membership department at the European Union Chamber of Commerce (EUCCC), being responsible for over 1600 foreign companies across nine cities in China. She was managing also the EU Advisory Council, communicating on a regular basis with CEOs of Fortune 500 companies. These interactions have provided her with a clear understanding of what organizations expect from new employees when hiring and how successful leaders behave.