1. Información general de la actividad /General course information

Nombre/ Name	Entrepreneurship and Innovation: Start-ups and innovative companies
Nivel /Level	Doctorado
Modaliad de impartición / Teaching mode	Online
Lengua impartición/ Language	Español

ECTS	1	hours / ECTS	30	Total hours	30

2. Datos del profesorado / Lecture data

Profesor /Lecturer in charge	Mario Rosique Blasco		
Departamento o Servicio/ Department/Service	Oficina de Emprendedores y Empresas de Base Tecnológica		
Area de conocimiento /Knowledge area	Entrepreneurship and Innovation		
Despacho /Office location	Rectorado		
Teléfono /Telephone	968 32 7039	**email**	Mario.rosique@upct.es
URL / WEB	https://emfoca.upct.es/emprende		
Horario de Atención /Office hours	Tuesday 16:00 - 17:30 and Friday 9:00 – 10:30		

3. Fechas por edición / Dates	
1ª edición / 1st edition-	Diciembre
Fecha/Date	On-line, el material está disponible todo el año
Horario/Hours	On-line, el material está disponible todo el año
2ª edición / 2nd edition	Abril
Fecha/Date	On-line, el material está disponible todo el año
Horario/Hours	On-line, el material está disponible todo el año
3ª edición / 3rd edition-	Junio
Fecha/Date	On-line, el material está disponible todo el año
Horario/Hours	On-line, el material está disponible todo el año

(añadir o eliminar tantas ediciones se haga. Si la docencia es continua a lo largo del curso se indicará solo en la 1ª edición)

4. Objetivos del curso/Course objectives

The main aim of this course is that the students know the fundamentals about the phases of the process to set up a company based on innovation and knowledge.

To achieve this goal, the course has five specific objectives:

(1) To give the tools to create new ideas, in order to address business opportunities, using the design thinking methodology.

(2) Taking into account these creative ideas, to identify the key blocks to develop innovative business models.

(3) To teach the fundamentals principles to validate your own business model using a scientific approach.

(4) To teach the main techniques to prototype and the storytelling.

(5) To identify the different financial resources.

5. Contenidos teóricos / Theory programme

1. Entrepreneurship and Innovation: The fundamentals of Design Thinking.

2. Innovative Business Models

3. Lean Start-up (I): Storytelling and prototyping techniques

4. Lean Start-up (II): Build-Measure-Learn, Feedback Loop.

6. Contenidos prácticos / Practical programme

1. To develop an innovative idea based on science and innovation.
2. To design an innovative business model.
3. To research about the validation to your own business model.

4. To create your own Minimum Viable Product (MVP) and tell your story.

7. Sistema de evaluación/ Sistem of evaluation

Students must pass the practical exercises proposed in this course.

Each theoretical module has a practical exercise. These exercises evaluate whether students have achieved the main objectives of the theoretical module.

Students will be able to find these tasks in the virtual platform of this course.

Students must upload their delivers through the virtual platform.

Each exercise will be evaluated from 0 to 10 points following these criteria:
- Corresponding fit between objectives proposed and delivers.
- Using the methodologies proposed.
- Quality of the presentation.
- Interactive feedback with the docent.

Note: This course does not evaluate the profitability of the business proposed. The main aim is offering the main tools to design and evaluate new businesses and startups based in the innovation.

8. Distribución horaria de los contenidos, incluyendo las tareas de los alumnus / Hours distribution

Activity	Location	Hours
Theory programme	Oficina de Emprendedores y Empresas de Bsae Tecnológica. / virtual	5
		5
Practice	Oficina de Emprendedores y Empresas de Bsae Tecnológica. / virtual	10
Tutoring	Virtual	10
		30