COORDINATION PROCESS OF
LEARNING ACTIVITIES
PR/CL/001

INTERNATIONAL
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ETSIT UPM   E.T.S. de Ingenieros de
Telecomunicacion

ANX-PR/CL/001-01

LEARNING GUIDE

SUBJECT

93000970 - Entrepreneurship And Innovation In Biomedical Engineering

DEGREE PROGRAMME

09AU - Master Universitario En Ingenieria Biomedica

ACADEMIC YEAR & SEMESTER

2022/23 - Semester 1

PR/CL/001
COORDINATION PROCESS OF
LEARNING ACTIVITIES

ANX-PR/CL/001-01
LEARNING GUIDE

ETSIT UPM
E.T.S. de Ingenieros de
Telecomunicacion

Index

Learning guide

PR/CL/001
COORDINATION PROCESS OF
LEARNING ACTIVITIES

ANX-PR/CL/001-01
LEARNING GUIDE

ETSIT UPM
E.T.S. de Ingenieros de
Telecomunicacion

1. Description

1.1. Subject details

Name of the subject	93000970 - Entrepreneurship And Innovation In Biomedical Engineering
No of credits	3 ECTS
Type	Optional
Academic year ot the programme	First year
Semester of tuition	Semester 1
Tuition period	September-January
Tuition languages	English
Degree programme	09AU - Master Universitario en Ingenieria Biomedica
Centre	09 - Escuela Tecnica Superior De Ingenieros De Telecomunicacion
Academic year	2022-23

2. Faculty

2.1. Faculty members with subject teaching role

Name and surname	Office/Room	Email	Tutoring hours *
Angel Hernandez Garcia (Subject coordinator)	A-127	angel.hernandez@upm.es	Sin horario. Appointment by e-mail.

* The tutoring schedule is indicative and subject to possible changes. Please check tutoring times with the faculty member in charge.

PR/CL/001
COORDINATION PROCESS OF
LEARNING ACTIVITIES

ANX-PR/CL/001-01
LEARNING GUIDE

ETSIT UPM
E.T.S. de Ingenieros de
Telecomunicacion

3. Prior knowledge recommended to take the subject

3.1. Recommended (passed) subjects

The subject - recommended (passed), are not defined.

3.2. Other recommended learning outcomes

- Foundations of Business Management

4. Skills and learning outcomes *

4.1. Skills to be learned

CB06 - Poseer y comprender conocimientos que aporten una base u oportunidad de ser originales en el desarrollo y/o aplicación de ideas, a menudo en un contexto de investigación

CB07 - Que los estudiantes sepan aplicar los conocimientos adquiridos y su capacidad de resolución de problemas en entornos nuevos o poco conocidos dentro de contextos más amplios (o multidisciplinares) relacionados con su área de estudio

CB08 - Que los estudiantes sean capaces de integrar conocimientos y enfrentarse a la complejidad de formular juicios a partir de una información que, siendo incompleta o limitada, incluya reflexiones sobre las responsabilidades sociales y éticas vinculadas a la aplicación de sus conocimientos y juicios

CB09 - Que los estudiantes sepan comunicar sus conclusiones y los conocimientos y razones últimas que las sustentan a públicos especializados y no especializados de un modo claro y sin ambigüedades

CB10 - Que los estudiantes posean las habilidades de aprendizaje que les permitan continuar estudiando de un modo que habrá de ser en gran medida autodirigido o autónomo.

PR/CL/001
COORDINATION PROCESS OF LEARNING ACTIVITIES

ANX-PR/CL/001-01
LEARNING GUIDE

ETSIT UPM
E.T.S. de Ingenieros de Telecomunicacion

CE-MIB02 - Analizar los procesos organizativos y de dirección de las empresas de ingeniería biomédica para aplicar herramientas de gestión en las distintas áreas funcionales de la misma.

CG-MIB01 - Resolver problemas e integrar conocimiento en temas nuevos o escasamente definidos y en entornos multidisciplinares del área de la Ingeniería Biomédica

CG-MIB02 - Analizar y aplicar la reglamentación correspondiente a la sensibilidad social y ética en los ámbitos de operación que pueden darse en Ingeniería Biomédica

CG-MIB03 - Utilizar la filosofía, el método científico y el método experimental para la búsqueda de innovación, la curiosidad científica y el desarrollo de actitudes creativas

CG-MIB04 - Utilizar las tecnologías de la información y la comunicación para la búsqueda de información, datos bibliográficos y adquisición de nuevo conocimiento para la formación permanente y el trabajo autónomo

CG-MIB05 - Utilizar técnicas de expresión oral y escrita para comunicar trabajos y conclusiones a comunidades de iguales o divulgación científica, elaboración de artículos, manuales de estilo y herramientas de edición para fomentar la capacidad de comunicación y diseminación de resultados

CG-MIB06 - Aplicar técnicas de trabajo colaborativo en equipos multidisciplinares internacionales y liderazgo, así como utilizar métodos para asumir la responsabilidad de orientar y dirigir trabajos científicos en el ámbito de la ingeniería Biomédica

CG-MIB07 - Utilizar la lengua inglesa como herramienta de trabajo

4.2. Learning outcomes

RA82 - EN_RA21 - Learning the concepts and tools associated to technology management

RA88 - EN_RA22 - Learning and applying the tools to generate business models from the analysis of the current state of the technology

RA90 - EN_RA23 - Being able to develop a business plan

* The Learning Guides should reflect the Skills and Learning Outcomes in the same way as indicated in the Degree Verification Memory. For this reason, they have not been translated into English and appear in Spanish.

PR/CL/001
COORDINATION PROCESS OF
LEARNING ACTIVITIES

ANX-PR/CL/001-01
LEARNING GUIDE

ETSIT UPM

E.T.S. de Ingenieros de
Telecomunicacion

5. Brief description of the subject and syllabus

5.1. Brief description of the subject

The main objective of the course is to provide the knowledge and tools to better understand the process of creating a new technology-based venture (innovation-driven start-up), from the business idea to business plan development and running the business. This involves the following:

- Understanding the main concepts related to the management of technology business ventures.
- Understanding and applying the main tools for business model generation.
- Developing the ability to search, analyze and combine business and technology information to build a business plan.

5.2. Syllabus

1. Introduction: entrepreneurship and innovation-driven start-ups.

2. Business model generation.

    2.1. Business model canvas.

3. Establishing and developing the business idea.

4. Customer analysis

    4.1. Market segmentation. Beachhead market selection. End user profile.

    4.2. Total Addressable Market (TAM) analysis. Improving end user profile.

5. Value proposition.

    5.1. Full Life Cycle. Product specification. Quantifying the value proposition. Competitive analysis.

6. Product acquisition: understanding customers' decision process.

7. Business model.

    7.1. Business model design. Lifetime Value of a Customer. Cost of Customer Acquisition.

8. Product design: defining the Minimum Viable Business Product.

9. Scaling the business.

PR/CL/001
COORDINATION PROCESS OF
LEARNING ACTIVITIES

ANX-PR/CL/001-01
LEARNING GUIDE

ETSIT UPM E.T.S. de Ingenieros de
Telecomunicacion

6. Schedule

6.1. Subject schedule*

Week	Classroom activities	Laboratory activities	Distant / On-line	Assessment activities
1	**Course presentation** Duration: 00:45 Lecture **Team formation** Duration: 00:30 Additional activities **1. Introduction to entrepreneurship: main concepts about technology new ventures.** Duration: 00:45 Lecture **2. Business model generation** Duration: 01:00 Lecture **2. Business model generation** Duration: 01:00 Cooperative activities			
2	**2. Business model generation** Duration: 01:00 Lecture **2. Business model generation** Duration: 01:00 Cooperative activities **3. Establishing and developing the business idea.** Duration: 01:00 Lecture **4. Customer analysis.** Duration: 01:00 Lecture			
3	**3. Establishing and developing the business idea.** Duration: 00:50 Cooperative activities **4. Customer analysis.** Duration: 01:00 Lecture **5. Value proposition** Duration: 01:00 Lecture **3. Establishing and developing the**			**Test (Topic 2)** Written test Continuous assessment Presential Duration: 00:10

	business idea. Duration: 01:00 Cooperative activities			
4	**5. Value proposition** Duration: 01:00 Lecture **6. Product acquisition** Duration: 01:00 Cooperative activities **7. Business model.** Duration: 00:50 Lecture **7. Business model.** Duration: 01:00 Cooperative activities			**Test (Topics 4, 5 & 6)** Written test Continuous assessment Presential Duration: 00:10
5	**7. Business model.** Duration: 01:00 Lecture **7. Business model.** Duration: 01:00 Cooperative activities			**Intermediate presentation** Group presentation Continuous assessment Presential Duration: 02:00
6	**8. Product design** Duration: 00:50 Lecture **7. Business model.** Duration: 01:00 Cooperative activities **9. Scaling the business.** Duration: 01:00 Lecture **8. Product design.** Duration: 00:30 Cooperative activities **9. Scaling the business.** Duration: 00:30 Cooperative activities			**Test (Topic 7)** Written test Continuous assessment Presential Duration: 00:10
7	**3. Establishing and developing the business idea.** Duration: 02:00 Cooperative activities			**Final project presentation** Group presentation Continuous assessment Presential Duration: 02:00 **Final project document** Group work Continuous assessment Not Presential Duration: 00:00 **Active participation** Other assessment Continuous assessment Presential Duration: 00:00

8			
9			
10			
11			
12			
13			
14			
15			
16			
17			**Final exam** Written test Final examination Presential Duration: 01:30 **Final project presentation** Group presentation Final examination Presential Duration: 00:15 **Final project document** Group work Final examination Not Presential Duration: 00:00

Depending on the programme study plan, total values will be calculated according to the ECTS credit unit as 26/27 hours of student face-to-face contact and independent study time.

* The schedule is based on an a priori planning of the subject; it might be modified during the academic year, especially considering the COVID19 evolution.

7. Activities and assessment criteria

7.1. Assessment activities

7.1.1. Assessment

Week	Description	Modality	Type	Duration	Weight	Minimum grade	Evaluated skills
3	Test (Topic 2)	Written test	Face-to-face	00:10	10%	/ 10	CG-MIB04 CG-MIB07 CB06
4	Test (Topics 4, 5 & 6)	Written test	Face-to-face	00:10	10%	/ 10	CG-MIB04 CG-MIB07 CB06
5	Intermediate presentation	Group presentation	Face-to-face	02:00	12.5%	/ 10	CG-MIB04 CG-MIB05 CG-MIB06 CG-MIB07 CG-MIB01 CB06 CB07 CB09 CB10 CE-MIB02
6	Test (Topic 7)	Written test	Face-to-face	00:10	10%	/ 10	CG-MIB04 CG-MIB07 CB06
7	Final project presentation	Group presentation	Face-to-face	02:00	25%	5 / 10	CG-MIB04 CG-MIB05 CG-MIB06 CG-MIB07 CG-MIB01 CB06 CB07 CB08 CB09 CB10 CE-MIB02
7	Final project document	Group work	No Presential	00:00	25%	5 / 10	CG-MIB03 CG-MIB04 CG-MIB05 CG-MIB06 CG-MIB07 CG-MIB01 CB06 CB07 CB09

Week	Description	Modality	Type	Duration	Weight	Minimum grade	Evaluated skills
							CB10
							CE-MIB02
7	Active participation	Other assessment	Face-to-face	00:00	7.5%	/ 10	CG-MIB07
							CG-MIB05

7.1.2. Global examination

Week	Description	Modality	Type	Duration	Weight	Minimum grade	Evaluated skills
17	Final exam	Written test	Face-to-face	01:30	50%	5 / 10	CG-MIB04 CG-MIB05 CG-MIB06 CG-MIB07 CG-MIB01 CB06 CB07 CB09 CB10 CE-MIB02
17	Final project document	Group work	No Presential	00:00	25%	5 / 10	CG-MIB03 CG-MIB04 CG-MIB05 CG-MIB06 CG-MIB07 CG-MIB01 CB06 CB07 CB08 CB09 CB10 CE-MIB02
17	Final project presentation	Group presentation	Face-to-face	00:15	25%	5 / 10	CG-MIB04 CG-MIB05 CG-MIB06 CG-MIB07 CG-MIB01 CB06 CB07 CB09 CB10 CE-MIB02

7.1.3. Referred (re-sit) examination

PR/CL/001
COORDINATION PROCESS OF
LEARNING ACTIVITIES

ANX-PR/CL/001-01
LEARNING GUIDE

ETSIT UPM
E.T.S. de Ingenieros de
Telecomunicacion

Description	Modality	Type	Duration	Weight	Minimum grade	Evaluated skills
Final project document	Group work	Face-to-face	00:00	25%	5 / 10	CG-MIB03 CG-MIB04 CG-MIB05 CG-MIB06 CG-MIB07 CG-MIB01 CB06 CB07 CB08 CB09 CB10 CE-MIB02
Final exam	Written test	Face-to-face	01:30	50%	5 / 10	CG-MIB04 CG-MIB05 CG-MIB06 CG-MIB07 CG-MIB01 CB06 CB07 CB09 CB10 CE-MIB02
Final project presentation	Group presentation	Face-to-face	00:15	25%	5 / 10	CG-MIB04 CG-MIB05 CG-MIB06 CG-MIB07 CG-MIB01 CG-MIB02 CB06 CB07 CB09 CB10 CE-MIB02

PR/CL/001
COORDINATION PROCESS OF
LEARNING ACTIVITIES

ANX-PR/CL/001-01
LEARNING GUIDE

ETSIT UPM
E.T.S. de Ingenieros de
Telecomunicacion

7.2. Assessment criteria

Due to the course methodology, Project Based Learning, **it is strongly recommended for students to opt for the progressive assessment method and to attend all course sessions.**

Progressive assessment

In order to qualify for progressive assessment, students must attend at least 80% of the sessions. The assessment will be carried out in the following way:

- Tests (3): 30% (10% each test)
- Intermediate oral presentation: 12.5%

- Final project: 50% (deliverable document: 25%; oral presentation: 25%). The students who pass this activity (grade equal or higher than 5 points out of 10) will keep their score in the project for global test assessment and extraordinary call by default.
- Active participation in the classroom and the virtual spaces: 7.5%

If students do not reach the minimum grade in any of the two components of the final project, the final grade will be equal to the arithmetic mean of the components that did not meet the minimum grade.

Global test assessment

Due to the nature of Project Based Learning, it is strongly recommended to follow the course through progressive assessment.

PR/CL/001
COORDINATION PROCESS OF
LEARNING ACTIVITIES

ANX-PR/CL/001-01
LEARNING GUIDE

ETSIT UPM
E.T.S. de Ingenieros de
Telecomunicacion

INTERNATIONAL
CAMPUS OF
EXCELLENCE
POLITÉCNICA

In global test assessment, the weights of the grades in the different assessed activities are as follows:

- Final project: 50% (deliverable document: 25%; oral presentation on the date of examination: 25%).
  - Students who passed this activity in progressive assessment will keep the score achieved in that activity by default.
  - Other than that, students must deliver and present an original project (not submitted for assessment before).
  - The delivery of the final project (document and supporting material for the presentation) is mandatory to pass the course.
  - The deadline for submission of the final project is one week before the official date for the final exam.
  - The presentation will be given on the date of examination.
- Written exam: 50%. The written exam will combine theoretical and practical aspects of the different topics taught in the course.

If students do not reach the minimum grade in the exam or any of the two components of the final project, the final grade will be equal to the arithmetic mean of the components that did not meet the minimum grade.

Extraordinary call

The evaluation will assess the competence level achieved by students. Therefore, students renouncing to progressive assessment and opting for extraordinary call (referred examination) will be subject to all the assessment techniques used in continuous assessment (EX, ET, TG, etc.).

In the extraordinary call, grade weigths will be distributed as follows:

- Final project: 50% (deliverable document: 25%; oral presentation on the date of examination: 25%).
  - Students who passed this activity in progressive assessment or global test assessment will keep the score achieved in that activity by default.

PR/CL/001
COORDINATION PROCESS OF
LEARNING ACTIVITIES

ANX-PR/CL/001-01
LEARNING GUIDE

ETSIT UPM
E.T.S. de Ingenieros de
Telecomunicacion

- Other than that, students must deliver and present an original project (not submitted for assessment before).
- The delivery of the final project (document and supporting material for the presentation) is mandatory to pass the course.
- The deadline for submission of the final project is one week before the official date for the final exam.

- The presentation will be given on the date of examination.
- Written exam: 50%. The written exam will combine theoretical and practical aspects of the different topics taught in the course.

If students do not reach the minimum grade in the exam or any of the two components of the final project, the final grade will be equal to the arithmetic mean of the components that did not meet the minimum grade.

8. Teaching resources

8.1. Teaching resources for the subject

Name	Type	Notes
http://moodle.upm.es/titulaciones/oficiales	Web resource	Course materials developed by the instructors: presentations, documents, cases, etc.
Aulet, B. (2013). Disciplined entrepreneurship: 24 steps to a successful startup. John Wiley & Sons. Hoboken, New Jersey	Bibliography	Course textbook

PR/CL/001
COORDINATION PROCESS OF
LEARNING ACTIVITIES

ANX-PR/CL/001-01
LEARNING GUIDE

ETSIT UPM
E.T.S. de Ingenieros de
Telecomunicacion

Aulet, B. (2017). Disciplined entrepreneurship workbook John Wiley & Sons. Hoboken, New Jersey	Bibliography	Course workbook
Osterwalder, A., & Pigneur, Y. (2010). Business model generation. Wiley.	Bibliography	Course materials for topic 2
Lee, J. S. (2010). Biomedical engineering entrepreneurship. World Scientific. Chicago	Bibliography	Supplementary bibliography
The disciplined entrepreneurship website	Web resource	Additional resources. URL: https://www.d-eship.com

9. Other information

9.1. Other information about the subject

- Communications between the instructor and students: In order to facilitate the communication with the instructors, and whenever the questions or doubts cannot be solved during the class, e-mail will be the preferred way to direct any inquiry, question or doubt about the course to the instructors. Additionally, office hours and meetings will also be requested by e-mail.
- Supporting tools and technologies: Certain tasks and activities may require the use of Moodle, Zoom or Microsoft Teams. If there is a mandate or recommendation for the use of other digital tools from the authorities (University, State), the information about the alternative means of communication/assessment/teaching will be communicated to the students in advance
- Sustainable development goals: the course aims to foster awareness and knowledge about the Sustainable Development Goals through the development and presentation of projects that motivate students to work on different solutions from a biomedical engineering perspective. More specifically, the course will contribute to substantially increase the number of youth and adults who have relevant skills, including technical and vocational skills, for employment, decent jobs and entrepreneurship (SDG 4.4)