

# Programa docente del Grado en Diseño

## FICHA TÉCNICA

Nombre de la asignatura	Empresa I
Curso	2º
Itinerario	Común
Nombre del docente	Dr. John Correa
Núm. de créditos ECTS	6 ECTS

### Descripción asignatura

The objective of the course is for the students to:

1. Learn basic tools to understand the purpose of a business and the fundamental building blocks to create a business.
2. Apply the tools learnt in class in the case study analysis (Module I) and the innovation project (Module II).

It is a practical course where students will learn through doing. The lecturer will present theory in class which will then be applied in a real case or project.

This is an introductory level course and the objective is to introduce students to key business concepts which they will then develop further in EMPRESA II.

### Objetivos aprendizaje

#### Basic skills

CB1 - Students have demonstrated possession and understanding of knowledge in an area of study that is based on general secondary education, and is usually found at a level that, although supported by advanced textbooks, also includes some aspects they involve knowledge coming from the forefront of their field of study.

CB2 - That students know how to apply their knowledge to their work or vocation in a professional way and possess the skills that are usually demonstrated through the elaboration and defense of arguments and the resolution of problems within their area of study.

CB3 - That students have the ability to gather and understand relevant data (normally within their area of study) to make judgments that include a reflection on relevant issues of a social, scientific or ethical nature.

CB4 - That students can transmit information, ideas, problems and solutions to both a specialized and non-specialized audience.

CB5 – That students have developed those learning skills necessary to undertake further studies with a high degree of autonomy.

**Specific skills. Learning objectives.** That the student is able to:

1. Have the basic concepts of the world of business economics, marketing and communication.
2. Know the basic concepts, the fundamental terminology of the organization and business processes.

3. Interpret the business situation in analytical and strategic terms and interact with the different interlocutors.
4. Make a budget and present marketing plan.
5. Incorporate the ethics of the profession to the free exercise of the same.
6. Learn the tools to understand the purpose of a business and the fundamental building blocks to create a business
7. Apply the tools learnt in class in the case study analysis (Module I) and in the innovation project (Module II).
8. Learn from peers and learn to work as a team.

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### Temario básico

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The following topics will be covered:

- **Module I: Innovation Project**

Students apply the learnings in the creation of a new business idea. They will start by identifying and analyzing a problem, then they will create a solution which they will then test with real clients. They will work in teams.

- **Module II: Business Plan and Business Model Canvas**

Students will learn the fundamentals of creating a business plan using the Business Model Canvas as a tool. They will learn each of the core components of the Canvas, as well as how the different parts of the Canvas interact. The theory will be applied in the business opportunity identified in the module I and the work will be in teams.

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### Metodología docente

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The course is designed to be an immersive learning experience. Students will learn theory and apply it in and out of class.

Students are required to participate and engage in class. They also learn that they can create new products or services using the techniques learnt in class.

There is a strong emphasis on teamwork and making presentations throughout the course. Every person in the team will be expected to participate.

#### **Format of classes**

- Explanation of theory and examples of the application of the theory in a case study/company example presented by lecturer.
- Application of the theory by the team, analysing and applying the theory in a real company.
- Class work in teams and individually during class and after class.

Every chapter of each of the two modules will have a theoretical part and a practical part where the theory will be applied in a real or new business. This work will be done individually and in teams.

- 30 classes of 2 hours each = 60 hours of classes.
- In class sessions combine theory and practical work guided and facilitated by the lecturer.
- Every task will have a different dedication requirement for out of class work by the teams and individuals. Additional out of class work required: 90 hours = Approximately 3 hours per session.

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## CRITERIOS Y SISTEMAS DE EVALUACIÓN

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¿Qué se evalúa?

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Students will be evaluated on an ongoing basis through the course through the submission and presentation of individual and group work. The content as well as the ability to present their work will be evaluated.

Each module will have several deliverables which need to be submitted throughout the duration of the course.

### **Module I**

The following will be evaluated:

- Proven understanding the innovation process and ability to apply it in a new project.
- Ability to present and explain work clearly and concisely.

Specifically, students should be able to answer the following:

- What is Design Thinking for business innovation? What is Lean Startup?
- How can I use these techniques in order to create a business?
- How do I apply the methodologies in a real project challenge?

### **Module II**

The following will be evaluated:

- Proven understanding the core building blocks of a business, through the demonstration of understanding the content and applying it in the assignments.
- Ability to present and explain work clearly and concisely.

Specifically, students should be able to answer the following:

- What is a Business Plan? Why do we need it? What is it for?
- What is the Business Model Canvas? How and why do we use it? What does each block mean and how can I apply it in a business?
- Value Proposition Canvas – what is it and how do I use it?
- How do I apply the methodologies in order to understand the business model of an existing organization?

### **¿Cuándo?**

#### **Module I**

- December: Module I Individual assignments and continuous evaluation.
- January: Module I Team presentation

#### **Module II**

- April: Module II Individual assignments and continuous evaluation.
- June: Module II Final Team presentation

Exact dates in the weekly table of the subject.

### **Ponderación de las actividades de evaluación**

Module I and Module II each contribute 50% to the final grade. Both Module I and II comprise of a teamwork and individual grades. For each module the teamwork grade is 30% and the individual grade is 20% of the final grade.

The final course grades are made up as follows:

- Module I teamwork assignments = 30% of final grade
- Module I individual assignment and continuous evaluation = 20% of final grade
- Module II teamwork assignments = 30% of final grade
- Module II individual assignment and continuous evaluation = 20% of final grade

## Asistencia a clase

Class attendance and participation is a mandatory course requirement.

The student has the duty of compulsorily attending classes. Failure to comply may lead to the loss of the right to evaluation (NAVL) in those subjects in which the professor considers it justified. In the program of each subject, the teaching staff must indicate the minimum percentage of class attendance to be able to pass the subject.

The minimum attendance percentage of 80% will be applied to the course with the students having to justify the reasons for the absences. Depending on the nature of the causes of the supervening absences, the teaching staff, after consulting the tutor of the student at the center, may decide if the loss of the right to evaluation is appropriate.

Once the 10-minute start of class, exam or work delivery has elapsed, the student will not be able to enter the classroom unless they can justify the delay with a valid document.

## Fuentes de información

Osterwalder A., Pigneur Y. (2010), Business Model Generation, John Wiley & Sons.

Ries E., The Lean Startup (2011), Crown Publishing Group.

Brown, T. Change by Design, (2009), Harper Collins.