BACHELOR'S DEGREE IN INDUSTRIAL DESIGN ENGINEERING

SYLLABUS
INNOVATION AND ENTREPRENEURSHIP

ACADEMIC YEAR: 2025-26
GRADE: 4th
CHARACTER: Compulsory
SEMESTER: 2nd
ECTS: 6
TEACHING HOURS: 49
HOURS OF WORK ON BEHALF OF THE STUDENT: 101
TOTAL HOURS: 150
LANGUAGE: English
CODE: 17054

TEACHING TEAM: Adrià Arnaste aarnaste@elisava.net / Emma Feriche eferiche@elisava.net

PRESENTATION OF SUBJECT / OBJECTIVES
This subject provides students with a solid theoretical and practical foundation for the development of their own startups, with a focus on industrial design. It is based on the real investigation of the needs and desires of specific areas of consumption, both for B2C and B2B patterns, and potential competitors are analysed to correctly define the competitive advantage of the value proposition. Students are brought closer to the reality of calculating financial needs and are provided with various resources of both public and private financing. Practical exercises allow students to apply what they have learned to their projects effectively.

SUSTAINABLE DEVELOPMENT GOALS (SDGS)
This subject does not specifically incorporate any SDGs.

CONTENTS
Block-I: Business Opportunity
1.1. Identification of the opportunity and realization of the business idea
1.2. Market research
1.3. Competitor analysis
1.4. Defining competitive advantage

Block-II: Business Model
2.1. Segmentation
2.2. Value proposition
2.3. Monetization model
2.4. Other key elements of the business model

Block–III: Financial Need and Investment Ecosystem
3.1. Cost analysis
3.2. Financial Need
3.3. Sources of public and private funding
3.4. Preparation of the investment capture pitch

TEACHING METHODOLOGIES
- Work sessions with the whole group class with the teacher (PA)
- Individual tutoring sessions with the teacher (PC)
- Group tutoring sessions with the teacher (DP)
- Individual Autonomous Work (EP) Sessions
- Autonomous Group Work (PF) Sessions

COMPETENCES
- G1 - Develop a creative attitude of experimentation, under scientific and humanistic criteria, which favours the exploration of relevant and innovative contributions.
- CB4 - Students are able to transmit information, ideas, problems and solutions to both a specialized and non-specialized audience
- T2 - Projecting the values of entrepreneurship and innovation in the exercise of the personal, academic and professional career through contact with different realities of practice and with motivation towards professional development.

- T3 - Interact in global and international contexts to identify needs and new realities that allow the transfer of information to the environment knowledge towards current or emerging areas of professional development, with the capacity for adaptation and self-direction in the professional and research processes.
- T6 - Use different forms of communication, both oral and written or audiovisual, in their own language and in languages foreign, with a high degree of correctness in use, form and content.
- E5 - Use the basic fundamentals of economics and business for the correct management, organization and planning of any business model or self-employment.
- E9 - Recognize scientific methods to integrate research sources into decision-making.
- E10 - Understand the current industrial reality in order to function in the professional environment.
- E11 - Identify emerging technologies that can add value to the project.

LEARNING OUTCOMES

- It communicates knowledge, methodology, ideas, problems and solutions to all types of audiences (specialized or not) in a clear and precise way.
- Identify their own training needs and to organize their own learning with a high degree of autonomy in all types of contexts (structured or not).
- Solves problems and situations typical of professional performance with entrepreneurial and innovative attitudes.
- Assumes different responsibilities in the collaborative individual work and evaluates the results obtained.
- Appropriately uses oral language (verbal and non-verbal) in personal and professional interaction in Catalan, Spanish and English.
- She uses gender-sensitive language, both in oral and written productions.
- Use basic business and innovation skills in any business environment.
- Applies scientific research methodologies "for," "through," or "about" design
- Communicates in a professional way the value of the project developed in an academic and work environment.
- It justifies the selection of emerging technologies through innovative future scenarios.

TRAINING ACTIVITIES

Each subject will present at the beginning of the course its WORK PLAN where the didactic activities per week / session / autonomous work are recorded.

EVALUATION

EVALUATION SYSTEMS

The evaluation of the subject will be based on continuous monitoring of the student's academic work throughout the course.

EVALUATION SYSTEM	FINAL WEIGHTING
P2-Follow-up of the work done	35
P4-Specific assessment tests: oral exams	20
P5-Completion of required work or projects	45

EVALUATION CRITERIA

The final grade of the subject will be the weighted average of the grades of the assessable activities according to the following table:

ASSESSABLE ACTIVITY	WEIGHT	RETRIEVABLE (up to 50%)	EVALUATION SYSTEM
Activity-1 Completion of proposed exercises and participation in class	35%	NO	P-2
Activity-2 Project	45%	YES*	P-5
Activity-3 Oral defence of the startup project	20%	YES*	P-4

Students will have the option of re-examining themselves for recoverable tests. The recovery tests will be carried out in the period of the semester destined to this function, not being able to recover more than 50% of the subject.

* If the Recoverable Evaluable Activities exceed 50%, the student may choose, up to a limit of 50%.

The unjustified non-presentation of any evaluable activity implies a grade of 0, even if the activity has been qualified as Recoverable.

The Recoverable Activities can only be subject to recovery when they have been delivered by the student on the indicated date and with a grade equal to or greater than 3.

If you renounce access to the recovery test, the grade achieved in the first instance will be maintained.

In case of presenting to recovery, the note obtained will be the last, even if it is less than the first.
Plagiarism or copying someone else's work is penalized in all universities and, according to the Rules of Coexistence of the University of Vic-Central University of Catalonia, they constitute serious or very serious offenses. That is why during the course of this subject any indication of plagiarism or misappropriation of other people's texts or ideas (What is considered plagiarism?) as well as the improper or undeclared use of Artificial Intelligence in an activity, will result automatically in failure of the subject and/or other disciplinary measures (Norms of Coexistence of the University of Vic-Central University of Catalonia). For any questions or queries, see the (Academic Regulations for the Degree of the Elisava Faculty of Design and Engineering UVic-UCC).

BIBLIOGRAPHY AND TEACHING RESOURCES

- Brooks, J. 2015. *The fundraiser's guide to irresistible communications.* Medfield, MA: Emerson & Church Publishers.
- Cooper, B., & Vlaskovits, P. 2010. *Entrepreneur's Guideto Customer Development.*
- Osterwalder, A., & Pigneur, Y. 2010. *Business model generation: a handbook for visionaries, game changers, and challengers* (Vol. 1). John Wiley & Sons.
- Reis, E. 2011. The lean startup. *New York: Crown Business*, *27*, 2016-2020.

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