

# EELISA Change Makers: Shaping the future

(Introduction to) Intra-Social-Entrepreneurship

## Course details

**Course Code:**

**Course director:** Claudio Feijoo

**Course organizers:** Óscar O. Santos-Sopena, Elena Berga & Laura Millán

**Mentors:** tbc

**Students:** Undergraduate students & Master students

**Language:** English

**Teaching hours:** 60h

**ECTS:** 3

**When:** Fall and Spring semesters. Fall semester: From November 5<sup>th</sup> to November 28<sup>th</sup>

**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

## Course Summary: "Change Makers: Shaping the Future"

Are you ready to bring your innovative ideas to life? This course is designed to equip you with the practical tools, methods, and mindset needed to manage innovative projects within companies, organizations, or even pursue your own entrepreneurial ventures. Whether you want to drive change from within or start something new, this course will provide you with cutting-edge techniques that have reshaped the entrepreneurial world over the last decade.

By the end of the course, you'll be able to:

- Master practical methods to manage innovative projects.
- Use entrepreneurial approaches to adapt theoretical ideas into real-world success.
- Understand how to "engineer" innovation, ensuring that your projects are not only creative but also scalable and impactful.

## What Makes This Course Unique?

This course emphasizes hands-on learning, where you will work on a real-world project in multidisciplinary teams. Following the "Lean Startup" methodology, you will take an idea from inception to pitch, using tools such as Design Thinking, Business Model Canvas, and Prototyping. You'll also gain insight into key innovation ecosystems, with a particular focus on Spain and exciting opportunities in China and Shanghai.

You won't just learn theory—you'll apply it. You'll be working in teams to develop your own entrepreneurial project, receive mentorship from experienced professionals, and have the opportunity to network with successful entrepreneurs at exclusive events.

## Key Features of the Course

- **Practical Approach:** Learn by doing—create, iterate, and perfect a project that addresses real-world needs.
- **Expert Mentorship:** Work closely with mentors to refine your project and get actionable feedback.
- **Networking Opportunities:** Meet and learn from innovators and entrepreneurs in exclusive events.
- **Global Focus:** Explore entrepreneurial ecosystems in Spain and Shanghai, opening doors to international opportunities.
- **Final Pitch:** Present your project in a final pitch session where your work will be evaluated by a panel of experts.

## **Learning Objectives**

This course is for anyone who wants to develop their innovation and project management skills. By the end of the program, you'll:

- Develop the skills to manage innovative projects using cutting-edge methods.
- Learn step-by-step how to launch and defend your own entrepreneurial project.
- Master the art of pitching, presenting, and defending your ideas.
- Gain hands-on experience with tools like Business Model Canvas and AI-driven digital prototyping.
- Understand the challenges and opportunities of today's rapidly evolving entrepreneurial landscape.
- Develop leadership skills to manage high-performing teams in a digital environment.
- Connect with startups, corporations, entrepreneurs, and university partners.

## **Course Structure & Schedule**

The course will consist of a mix of theoretical learning and practical project work. You will actively participate in workshops, team discussions, and innovation events. All sessions will be conducted online using interactive platforms like Zoom to ensure an engaging and dynamic learning experience.

Course materials, including readings, references, and assignments, will be provided online, so you can follow along at your own pace.

## **Program Highlights**

This is a tentative program that may adapt based on student interests, the depth of discussions, and the availability of guest lecturers. In addition to classwork, you'll be encouraged to attend innovation and entrepreneurship-related events, providing you with extra opportunities to learn from and network with industry leaders.

Additionally, this course qualifies for the actúaupm startup creation program international edition and serves as an introduction to the UPM incubation program in Shanghai, China.

Session	Date	Content
1	5.11.2023	<ul style="list-style-type: none"> <li>- Course description</li> <li>- Contextualization</li> <li>- Ideation</li> <li>- Teams creation</li> </ul>
2	7.11.2023	<ul style="list-style-type: none"> <li>- Reframing the problem</li> <li>- Overview on Design Thinking</li> <li>- DNA of a startup</li> </ul>
3	12.11.2023	<ul style="list-style-type: none"> <li>- Value proposition canvas</li> <li>- Meet the founders: Value proposition</li> </ul>
4	14.11.2023	<ul style="list-style-type: none"> <li>- Business models</li> <li>- Business model Canvas: theoretical and practical approach</li> </ul>
5	19.11.2023	-
6	21.11.2023	<ul style="list-style-type: none"> <li>- Digital prototyping</li> <li>- How to validate</li> <li>- MVP</li> </ul>
7	26.11.2023	<ul style="list-style-type: none"> <li>- Elevator pitch</li> <li>- Pitch deck, pitch structure</li> <li>- Tried &amp; true</li> <li>- Graphic content</li> <li>- How to communicate</li> <li>- Communication for entrepreneurs</li> <li>- Practical approaches</li> </ul>
8	28.11.2023	<ul style="list-style-type: none"> <li>- Demo day: Participants will present their projects to a jury through a 7-minutes pitch</li> <li>- International opportunities for entrepreneurs and innovators</li> </ul>
9	TBC	- Mentoring with experts
11	TBC	- Course related events/visits (tbc)

\*\* 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 in Moodle. The course will have a WhatsApp group for communication purposes.

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

Classes will be held online. Online classes will utilize "Zoom" application to ensure an efficient and interactive educational experience.

## **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