

Business for Designers Tomàs Lobéz

Course Code: 105741
Credits: 3 ECTS
Year: 3
Semester: First Semester
Type: Compulsory
Subject: XXXXX
Date: 5/2/2024 14:55

This Course is taught in: Catalan
Tutorials may be carried out in: Catalan, Spanish, English

Course Guide Index

Course Description	3
Recommendations	4
Contents	5
Methodology.....	6
Assessment	7
Bibliography and Resources.....	9

Brief description

Design is the main tool used to create products and services that will change the world; Innovation and technological disruption are the order of the day. Artificial intelligence, 3D printing, virtual reality, augmented reality and 5G all offer new ways of solving major challenges in today's society. During this course, students will identify a current problem to find an innovative solution through a design process, and finally create a professional Business Plan including: a business needs analysis, user and market analysis, prototyping, business model and scalability model. The final aim of the course will be to present the solutions developed in a DemoDay before a jury made up of professors, investors and/or other entrepreneurs.

Course objectives

The main aim of this course is to simulate the process of creating a new company/start-up, relating it to the design process and giving students the basic knowledge required to start an innovative entrepreneurship project.

Specific objectives

- Identify and quantify a real need
- Conduct interviews with the different stakeholders who are affected by this need
- Prototype an innovative solution using fundamental user experience (UX) concepts
- Create a sustainable business model for the proposed solution
- Create a Business Plan that outlines the main points of the business idea
- Eloquenty present the value proposition and solution to investors and/or stakeholders

Recommendations

Some materials used in class will be in English. Classes may be in Catalan, Spanish and English. The Business for Designers class will utilise learnings and concepts taught in other Business courses provided in previous academic years.

Contents

Block 1

Context – Real examples of technological innovation used to solve current societal problems. The concept of start-ups.

Block 2

- * "How to choose an idea to build a start-up?"
- * Market and stakeholder research
- * Interviews with users, advisers and clients
- * Identifying and quantifying the need
 - Public speaking 1.0 - Elevator pitch
 - Presentation 1. Identified need

Block 3

- * Solution design or prototyping
- * Business Model Canvas
- * User Journey Map
 - Knowledge pill: Negotiation
 - Knowledge pill: Email as a professional tool

Block 4

- * Business model and financing
- * Public/private investment
- * Business model and sustainability of the project
- * SWOT analysis
 - Knowledge pill: Crowdfunding and non-traditional financing for design projects
 - Knowledge pill: LinkedIn as a professional tool

Block 5

- * Presentation - Pitch o Public speaking
- * Presenting the business idea

Teaching methodology

The course will be offering two types of classes:

- Plenary sessions: Theory
- Seminar-style classes: Practice and knowledge pills

Activities

30% - Class participation, attendance and partial deliveries

40% - Final Business Plan

30% - Final presentation of the business idea to investors

Assessment system

The aim of the continuous assessment approach is for students to be able to track their academic performance throughout the course, in order to allow them to improve it.

From the second enrolment onwards (i.e. if you have enrolled in the course before), the assessment of the subject may consist, at the discretion of the professor(s), of a final exam, which will allow the professor(s) to evaluate if the learning outcomes listed in the course guide have been achieved. In this case, the grade achieved in the exam will also be the overall grade awarded for the course.

Even though the work carried out during the course will be done as a team, class participation, attendance and partial deliveries will be graded on an individual basis (30%).

For the rest of the deliverables (final delivery of the Business Plan and oral presentation of the business idea), in those cases in which there are indications that the workload within the same group is unequal, the entire group may be summoned to a special examination in which each student will be re-evaluated individually.

General Assessment Regulations

// In order to pass a course, students must obtain a minimum grade of 5.0.

// Once a student has passed a course, he or she cannot be subject to a new assessment or be re-graded on that course.

// Any student who has not submitted all assignments required to be handed in or has attended less than 80% of the classes without having justified these absences will be considered "Not Assessed" (NA). In the case of justified absence, students must contact their professor(s) once they return to class to determine how they will make up for the classes they have missed.

// In the event that a student commits any irregularity that could lead to a significant variation in an exam or assignment grade, this exam or assignment will be graded 0, regardless of any disciplinary proceedings that may be initiated. In the event of various such irregularities for exams or assignments pertaining to the same course, the final grade for this course will be 0.

Appeal process

Students may appeal a grade by making a formal request to this effect to the faculty. Any revisions of grades will be carried out according to the academic calendar.

Re-assessment process

General Regulations

It is not possible to appeal a grade in the case of internships external to EINA, final degree projects, and assignments/activities that, due to their eminently practical nature, do not allow it.

To participate in the grade review, students must have previously completed and been graded on other assignments whose total weight is equivalent to a minimum of two thirds of the total grade for the course or module.

Assessment Criteria

Assessments will evaluate students' ability to develop an entrepreneurial project, starting from the identification of the need all the way through to the oral presentation of their business idea to investors. The developed capabilities will be demonstrated through the completion, submission and oral presentation of the Business Plan. The ability to synthesise and communicate knowledge, the quality of the designed products, the ability to analyse the market and global context, and the consequent strategic decision-making will all be assessed. The course will also include periodic assessments that will evaluate specific abilities and whether students have mastered the concepts taught in the plenary classes and seminars.

Bibliography and Resources

- Kahneman, Daniel Thinking fast and slow. 1st Ed. Penguin books. 2011.
- Rías, Eric. The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Business es. CrownBusiness, 2011.
- Fuller, Buckminster. Operating manual for spaceship earth. Lars Muger. 2008