

Module: Technology Watch to detect opportunities for entrepreneurship

Academic year: 2023-2024

Credits: 1 ECTS

Lecturer: Alberto Tejero

Institution: Universidad Politécnica de Madrid

Period: from March 20 to May 8, 2024

Description: Through this course, students will learn to detect opportunities for entrepreneurship by analyzing the state of maturity and evolution of technologies, but also their impact and evolution in the markets from a business point of view.

Entrepreneurial areas and competencies:

Areas	Entrepreneurship Competences	Level of acquisition	Category of competences	Evaluation / Competence assessment method
1.Ideas and opportunities	1.1 Spotting opportunities	C3	Analyzing	<p>Technique: deliverable of the assignment 2.</p> <p>Theme: Within the “Definition of the technology watch purpose” session.</p> <p>How: Students carry out a SWOT analysis to identify the critical watch factors for their potential project.</p>
	1.4 Valuing ideas	C3	Evaluating	<p>Technique: deliverable of the assignments 3 and 4.</p> <p>Theme: within the “Technology Watch Report Market and industry information” session and within the “Technology Watch Report Scientific technological information” session.</p> <p>How: students should carry out a Market analysis to identify Market needs and Market potential. In addition, students should evaluate the maturity level of the technologies involve in their projects from different points of view (technological, political, economic, etc. issues.</p>
	1.2 Creativity	C2	Applying	<p>Technique: deliverable of the assignment 5.</p> <p>Theme: within the “Technology Watch Report Analysis of information and report preparation” session.</p> <p>How: Students carry out their final proposal of their project considering all the</p>

				collected information in the course.
--	--	--	--	--------------------------------------

Module delivery:

Delivery	Activity (in chronological order)	Hours	Dates	Content and materials
Asynchronous	<u>Individual Student work: 2 hours.</u> Tasks: <ul style="list-style-type: none"> • Read the lesson slides • Watch the teacher's explanatory video 	2	-	Technology watch basics
	<u>Assignment: 2 hours.</u> Task: <ul style="list-style-type: none"> • Solve the lesson exercises (Beginning of the Technology Watch Report) 	2	-	Definition of the technology watch purpose
	<u>Individual Student work: 1 hour.</u> Tasks: <ul style="list-style-type: none"> • Read the lesson slides • Watch the teacher's explanatory video <u>Assignment: 2 hours.</u> Task: <ul style="list-style-type: none"> • Solve the lesson exercises 	3	-	Technology Watch Report - Critical Watch Factors
	<u>Assignment: 2 hours.</u> Task: <ul style="list-style-type: none"> • Solve the lesson exercises 	2	-	Technology Watch Report - Scientific-technological information
	<u>Individual Student work: 1 hour.</u> Tasks: <ul style="list-style-type: none"> • Read the lesson slides • Watch the teacher's explanatory video <u>Assignment: 3 hours.</u> Task: <ul style="list-style-type: none"> • Solve the lesson exercises 	4	-	Technology Watch Report - Market and industry information
	<u>Individual Student work: 1 hour.</u> Tasks: <ul style="list-style-type: none"> • Read the lesson slides 	4	-	Technology Watch Report - Analysis of information and report preparation

	<ul style="list-style-type: none"> • <i>Watch the teacher's explanatory video</i> <p>Assignment: 3 hours.</p> <p>Task:</p> <ul style="list-style-type: none"> • <i>Complete the Technology Watch Report and creation of the final presentation</i> 			
Synchronous	<i>Attend the "opening session videoconference"</i>	1	March 20 from 16:00 to 17:00	<ul style="list-style-type: none"> • Opening session – welcome to the course and description of activities to carry out during the course.
	<i>Attend to the session "Definition of the technology watch purpose"</i>	2	March 26 from 16:00 to 18:00	<ul style="list-style-type: none"> • Explanation of the topic by the teacher. • Questions and answers time.
	<i>Attend to the session "Technology Watch Report - Scientific-technological information"</i>	2	April 9 from 16:00 to 18:00	<ul style="list-style-type: none"> • Explanation of the topic by the teacher. • Questions and answers time.
	<i>Attend the closing session "videoconference and Presentation of the reports"</i>	3	May 8 from 16:00 to 19:00	<ul style="list-style-type: none"> • Closing session – student report presentations and wrap up of the course.

Total 25 hours (1 ECTS)

Number of hours in ASYNC delivery: 17

Number of hours in SYNC delivery: 8

European values	Covered in 2 nd interaction (select the European values included in your micro-course)	How will be European values covered (describe how the European Values will be used/discussed/etc.)
Human dignity	-	-
Freedom	-	-
Democracy	-	-
Equality	-	-
Rule of law	X	Students must ensure in their projects that the technologies analyzed/used in their projects comply with laws and regulations. This will be taken it into account in the topics/sessions: "Definition of the technology watch purpose" and "Technology Watch Report - Critical Watch Factors".
Human rights	-	-