

Name of Module: Business Development labs	Credit Points (ECTS): 3 in Semester 1 + 5 in Semester 2	Module-ID: Business Dev Lab intro (code EIINE713 for 3 ECTS) in semester 1 (part of the UE Innovation & Entrepreneurship S7 block, code EIUN74), and the course Business Development Lab 2 (code EIERO826 for 5 ECTS) in semester 2 (included in UE Innovation & Entrepreneurship block, code EIINE81)
Person Responsible for Module: I&E UCA coordinator, Martino Matijevic		
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1. Prerequisites for Participation

According to general prerequisites for EIT Digital Master School programs; attendance to the I&E Basics module.

2.a. Applicable EIT Overarching Learning Outcomes (EIT Label Handbook Feb 2016)

- Making [V]alue judgments and sustainability competencies (EIT OLO 1): The ability to identify short and long term future consequences of plans and decisions from an integrated scientific, ethical and intergenerational perspective and to merge this into a solution-focused approach, moving towards a sustainable society.
- [E]ntrepreneurship skills and competencies (EIT OLO 2): The ability to translate innovations into feasible business solutions.
- [C]reativity skills and competencies (EIT OLO 3): The ability to think beyond boundaries and systematically explore and generate new ideas.
- [I]nnovation skills and competencies (EIT OLO 4): The ability to use knowledge, ideas and technology to create new or significantly improved products, services, processes, policies, new business models or jobs.
- [L]eadership skills and competencies (EIT OLO 7): The ability of decision-making and leadership, based on a holistic understanding of the contributions of Higher Education, research and business to value creation, in limited sized teams and contexts.

2.b. Intended Learning Outcomes

1. [C, E] The ability to explore and create ideas or modify existing ideas for business concepts and organizations with a customer/user-centric perspective.
2. [I] The understanding of product/services design processes, methods and tools and the ability to apply them for the development of a new product or service concept with a customer/user-centric perspective.
3. [E] The ability to perform a business solution planning and development process (dynamics of developing the business, organization needed to implement it, go-to-market).
4. [V] The ability to include ethical, societal and sustainability considerations when developing a new product/technology and business concepts and models, and the required implementing organizations.
5. [L] The ability to reflect upon the applicability of used concepts, methods and tools in the context of their project.

3. Content

Business modelling and development in phases – (a) idea recognition – (b) concept design – (c) Business modelling and planning – (d) Business plan presentation.

Application of subjects from Basics or introduced in Bus Dev Lab:

- Business Model Canvas (9 boxes)
- Methods and tools for customer discovery, customer validation, evidence-based decision making, market analysis
- Business ethics, sustainability
- Entrepreneurial finance concepts, methods and tools (cash flow management, financial scenarios)
- Other business planning concepts methods and tools (strategy, marketing, market entry)
- Financing, fund raising
- IP and intellectual assets Management
- Pitching and oral communication

These contents are normally introduced and applied through the Bus Dev Lab project (learning by doing)

4. Teaching and Learning Methods

The Business Development Lab module lets students work in teams on a business plan development project. The teams are multidisciplinary in nature also containing students from other disciplines (according to availability). The BDL focuses on learning by doing through a project.

Students start by choosing an entrepreneurial idea/challenge/problem either brought in from the students themselves or inspired/indicated by business partners or academics. Ability to do actual customer/hypothesis is considered. The subject relates to ICT and involves technology to some extent.

Course 1: mini-BDL (3 ECTS, First semester)

The Business Development labs module starts with the Project Management course:

- Introduction – Project and Company
 - Project in the Company, Strategy, Classification and Types of Projects
 - Project Management and Organization: What is Project Management? How to Organize a Project? (Life Cycle – Organization)
- Start a Project
 - How to Start a Project? Some Tools
- Design and Planning of a Project
 - Identify - Design
 - Plan
- Agile Model
 - Introduction to the Agile Model
 - Agile Methods - Scrum

Course 2: BDL core (5 ECTS, Second semester)

In this course, students are introduced to financial and legal basics, such as:

- Legal topics to address when launching the startup
 - Choose the adapted legal entity
 - Co-founders equity sharing agreement process
 - Drafting of the statutes and the shareholders' agreement
- Intellectual Property : protection of the innovation
 - IP tools : patents, trademarks, designs (criteria, registration process, costs)
 - Protecting with copyrights – software and creative works
 - Hands-on research in free online Databases (EPO, EUIPO, WIPO, etc.)
- Practical legal aspects for growing the startups
 - Importance of confidentiality : trade secrets, know-how (NDA, employee agreements, other contracts, etc)
 - Collaboration and licensing (technology licensing, strategic partnerships)
 - Legal aspects of fundraising

5. Estimated Workload

For the mini BDL:

15h classroom

40h individual and group work

For the BDL Core:

20h classroom

Since this module is heavily oriented towards in class preparation work, the amount of expected home work is about 100h

6.a. Assessment and Grading Procedures

For the mini BDL and BDL Core, evaluation is based on either written or oral presentations, depending on the subject.

At the end of the 2nd semester, students are expected to present a written report and an oral pitch.

6.b. Grading Criteria

The final report accounts for 70% of the final BDL grade:

- Introduction 5%
- Challenge identification 30%
- Business Research 30%
- Business Proposal 30%
- Recommendations 5%

The pitch accounts for 30% of the final BDL grade:

- Originality of the idea 10%
- Rigor of Analysis 50%
- Clarity of Presentation 30%
- Investment Attractiveness 10%

7. Workload calculation (contact hours, homework, exam preparation,..)

See above

8. Enrolment Procedure

Automatic enrollment of EIT Digital Master 1 students. (Reserved seats)

9. Recommended Reading, Course Material

For the basis courses: per addressed topic:

- Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers Wiley Desktop Editions. Authors Alexander Osterwalder, Yves Pigneur. John Wiley & Sons, 2010
- The Startup Owner's Manual: The Step-by-Step Guide for Building a Great Company, Volume 1. Authors Steven G. Blank, Bob Dorf. K&S Ranch Publishing LLC, 2012
- Ries, E. (2011). The lean startup: How today's entrepreneurs use continuous innovation to create radically successful businesses. Currency.
- Kim, W. C., & Mauborgne, R. (2014). Blue ocean strategy, expanded edition: How to create uncontested market space and make the competition irrelevant. Harvard business review Press.
- Kimbell, L. (2014). The service innovation handbook: Action-oriented creative thinking toolkit for service organizations. BIS publishers.
- Technology Ventures: From Idea to Enterprise; Authors Richard C. Dorf, Thomas H. Byers. Edition 2; McGraw-Hill Higher Education, 2008
- Strategor. Authors Laurence Lehmann- Ortega, Frédéric Leroy, Bernard Garrette, Pierre Dussauge, Rodolphe Durand ; Collection: Livres en Or, Dunod 2013 - 6ème édition - 704 pages - 190x240 mm

10. Other information

General EIT Digital I&E Minor structure at UCA :

Semester 1 - S7-UE3 Innovation & Entrepreneurship	9 ECTS
Basics in Innovation and Entrepreneurship (coeff 0.3) code EIINE711	Cédric Ulmer Martino Matijevic
Business Development Lab Introduction (coeff 0.3) code EIINE713	Christine Drouot
Business Intelligence (coeff 0.3) code EIINE713	Galena Pisoni
Foreign Language (coeff 0.1)	

Semester 2 - S8-UE3 Innovation & Entrepreneurship	15 ECTS
Business Development Lab (coeff 0.35) code EIERO826	Michel Callois Sophie Monteil Martino Matijevic
Business Intelligence 2 (coeff 0.15)	Martino Matijevic
I&E Complementary course (coeff 0.15)	Jean Piroddi Olga Lazko
EIT summer school (coeff 0.25)	
Foreign Language (coeff 0.1)	

Overall, the minor in I&E in the EIT Digital UCA Data science track accounts for a total of 24 ECTS.