

## [GBG101] ENTREPRENEURSHIP AND INDUSTRIAL PROPERTY

### GENERAL INFORMATION

<b>Studies</b>	DEGREE IN BIOMEDICAL ENGINEERING		<b>Subject</b>	Business	
<b>Semester</b>	1	<b>Course</b>	4	<b>Mention / Field of specialisation</b>	???
<b>Character</b>	OPTIONAL		<b>Language</b>	EUSKARA	
<b>Plan</b>	2017	<b>Modality</b>	Adapted Face-to-face	<b>Total hours</b>	45 class hours + 30 non-class hours = <b>75 total hours</b>
<b>Credits</b>	3	<b>Hours/week</b>	2.5		

### PROFESSORS

IBARRA ZULUAGA, DORLETA

### REQUIRED PREVIOUS KNOWLEDGE

Subjects	Knowledge
(No specific previous subjects required)	(No previous knowledge required)

### SKILLS

#### VERIFICA SKILLS

##### SPECIFIC

**GBCE31** - To apply their knowledge on the organisation of companies with an innovative and entrepreneurial attitude, identifying new ideas and business models, and analysing their viability.

**GBCE34** - To take the initiative in problem solving, decision making, creativity, critical thinking, effective communication and the transfer of knowledge and skills in the field of Biomedical Engineering

##### GENERAL

**GBCG10** - To be familiar with and apply the relevant laws and regulations concerning the professional activity of Biomedical Engineering.

**GBCG4** - To take the initiative in problem solving, decision making and creativity, and to communicate and share knowledge and skills, understanding the ethical and professional responsibilities of the business activity in the field of Biomedical Engineering.

**GBCG6** - Ability to work with mandatory specifications, regulations and standards.

**GBCG7** - To be able to analyse and assess the social and environmental impact of technical solutions.

##### CROSS

**GBCTR2** - To be able to do their job in cooperative, participatory environments, with awareness of social responsibility.

##### BASIC

**G\_CB4** - To be able to communicate information, ideas, problems and solutions to both expert and lay audiences

**G\_CB5** - To have developed learning abilities required to embark on subsequent studies with a high level of autonomy.

### LEARNING RESULTS

**RGB401** [!] *Genera y detecta nuevas ideas empresariales y oportunidades de negocio sostenible con actitud innovadora y emprendedora.*

#### LEARNING ACTIVITIES

	CH	NCH	TH
Practices of problem solving and real or simulated context projects	5,5 h.	7 h.	12,5 h.
Presentation of the teacher in the classroom, in participatory classes, of concepts and procedures associated with the subjects	5 h.		5 h.

#### EVALUATION SYSTEM

	W
Reports of solving exercises, case studies, computer practices, simulation practices and laboratory practices	70%
Team oral tests for the evaluation of technical skills of the subject	30%

#### MAKE-UP MECHANISMS

Individual written and oral tests to assess technical skills of the subject  
 Reports of solving exercises, case studies, computer practices, simulation practices and laboratory practices

**CH - Class hours:** 10,5 h.

**NCH - Non-class hours:** 7 h.

**TH - Total hours:** 17,5 h.

**RGB402** [!] *Analiza la viabilidad técnica y económica de las oportunidades de negocio detectadas definiendo y desarrollando el modelo y plan de negocio.*

<b>LEARNING ACTIVITIES</b>		<b>CH</b>	<b>NCH</b>	<b>TH</b>
Development, writing and presentation of memorandums, reports, audiovisual material, etc.		8,5 h.	9 h.	17,5 h.
Relating to projects/POPBLs carried out individually or in teams				
Presentation of the teacher in the classroom, in participatory classes, of concepts and procedures associated with the subjects		4,5 h.		4,5 h.
<b>EVALUATION SYSTEM</b>	<b>W</b>	<b>MAKE-UP MECHANISMS</b>		
Individual written and oral tests to assess technical skills of the subject	30%	Individual written and oral tests to assess technical skills of the subject		
Reports of solving exercises, case studies, computer practices, simulation practices and laboratory practices	70%	Reports of solving exercises, case studies, computer practices, simulation practices and laboratory practices		
<b>CH - Class hours:</b> 13 h.				
<b>NCH - Non-class hours:</b> 9 h.				
<b>TH - Total hours:</b> 22 h.				

**RGB408** [!] *Conoce y es capaz de aplicar las herramientas de resolución de problemas en el campo de la Ingeniería Biomédica con iniciativa, toma de decisiones, creatividad y razonamiento crítico.*

<b>LEARNING ACTIVITIES</b>		<b>CH</b>	<b>NCH</b>	<b>TH</b>
Development, writing and presentation of memorandums, reports, audiovisual material, etc.		5,5 h.	7 h.	12,5 h.
Relating to projects/POPBLs carried out individually or in teams				
Presentation of the teacher in the classroom, in participatory classes, of concepts and procedures associated with the subjects		5 h.		5 h.
<b>EVALUATION SYSTEM</b>	<b>W</b>	<b>MAKE-UP MECHANISMS</b>		
Individual written and oral tests to assess technical skills of the subject	30%	Individual written and oral tests to assess technical skills of the subject		
Reports of solving exercises, case studies, computer practices, simulation practices and laboratory practices	70%	Reports of solving exercises, case studies, computer practices, simulation practices and laboratory practices		
<b>CH - Class hours:</b> 10,5 h.				
<b>NCH - Non-class hours:</b> 7 h.				
<b>TH - Total hours:</b> 17,5 h.				

**RGB409** [!] *Comunica y transmite conocimientos, habilidades y destrezas en el campo de la Ingeniería*

<b>LEARNING ACTIVITIES</b>		<b>CH</b>	<b>NCH</b>	<b>TH</b>
Development, writing and presentation of memorandums, reports, audiovisual material, etc.		6 h.	7 h.	13 h.
Relating to projects/POPBLs carried out individually or in teams				
Presentation of the teacher in the classroom, in participatory classes, of concepts and procedures associated with the subjects		5 h.		5 h.
<b>EVALUATION SYSTEM</b>	<b>W</b>	<b>MAKE-UP MECHANISMS</b>		
Individual written and oral tests to assess technical skills of the subject	30%	Reports of solving exercises, case studies, computer practices, simulation practices and laboratory practices		
Reports of solving exercises, case studies, computer practices, simulation practices and laboratory practices	70%	Team oral tests for the evaluation of technical skills of the subject		
<b>CH - Class hours:</b> 11 h.				
<b>NCH - Non-class hours:</b> 7 h.				
<b>TH - Total hours:</b> 18 h.				

## CONTENTS

1. Entrepreneurship, culture and change management.

2. Innovation and innovation process.
3. Problem solving process.
4. Industrial intellectual property.
5. Business Models, Value Proposition and Business Plan.
6. Communication tools.

## LEARNING RESOURCES AND BIBLIOGRAPHY

### Learning resources

Presentations by external Lecturers  
Technical articles  
Video projections  
Slides of the subject  
Class presentations

### Bibliography

[http://katalogoa.mondragon.edu/janium-bin/janium\\_login\\_opac\\_re\\_in  
k.pl?grupo=BIOMEDIKOA41&ejecuta=25&\\_ST](http://katalogoa.mondragon.edu/janium-bin/janium_login_opac_re_in<br/>k.pl?grupo=BIOMEDIKOA41&ejecuta=25&_ST)