esade

Building disruptive sustainable innovations through Rambla of Innovation: from idea to prototype

UGRA_014612

Departments	Department of Marketing
Teaching Languages	English
ECTS	4
Teacher responsible	Blanch Colino Luis Fernando - lferran.blanch@esade.edu

Course Goals

The modern-day multi-dimensional sustainability challenge has created not only some long-term survival threats but numerous business opportunities also. Despite the enormous challenges of the COVID-19 pandemic, the worlds is well-positioned to take great steps forward, and consumers are looking for new solutions always with a positive and sustainable impact.
In this context of complexity companies must step out from their confort zone and be disruptive. But, often disruption comes from things that we cannot currently do.

The target audience of this course is students who wants to make an impact in their organisations.
Thus, our goals for this course are:
·   to gain deeper understanding of the new technologies from the maker culture in a sustainable context.
·   to understand and frame the problem.
·   to develop skills to define and solve strategic marketing issues in the context of sustainable business challenges and opportunities.
·   to develop collaboration and communication skills by defining the problem, working in a team for a solution and defending a solution.

· to become able to provide sustainable, disruptive and reliable innovation for a company.

Previous knowledge

Not necessary to have a previous Knowledge.

Prerequisits

Student must read carefully the Syllabus

Teaching methodology

You are expected: 1) to **think like a globally-minded strategist** who can see through the execution, 2) to **identify the problems looking for solutions** with the current state of your knowledge, 3) to **define many interrelated problems** and decide which one(s) to attack with the limited time and information available, 4) to **appreciate differing perspectives**, and 5) to take **both position and action**, not just report findings. The Learning by Making Together approach will follow differente steps:

· Listen without restrictions.
· Understand Context, Competition & Consumer from "doers&makers" perspective.
· Dream it.
· Shape it.
· Make it.

· Launch it & Grow it.

· Defend it.

For you, therefore, the learning method in this course represents the following set of unique challenges:

· The classroom is the most important part of your learning experience. You should always be prepared to actively participate in the classroom discussions. You are expected to carefully study the assigned materials prior to the class meetings.

· You will be challenged to establish your "presence" in the classroom (Note that the "presence" and "attendance" are two different things: to establish your "presence," you have to attend.) As you will find out, your peers and instructor will challenge you to bring your best to the classroom.

· The group management. Working in groups is always difficult but the best way to go far.

Description

Short description

This course investigates and discusses management techniques and programs to do things that we cannot do.

Activities

In-class discussions and debates
 Mini lecutures

Other
 Boot Camp in the FabLab

Project development and presentation

Research work and projects

Content

#	Topic
1	1.0: Course Introduction. - Introduction to the course B.D.S.I. 1.1: Process - B.D.S.I. process to follow session by session: - Sustainability. - Disruptive innovation versus iterative innovation. - Business model. - What we expect from you? - Resources that you have. 1.2: Challenge - Challenge: Presentation of the company and description of the challenge.
2	- Lecture: Introduction to User Research (as done in a user-centred design process): - Understand qualitative user research (in the front end of innovation): Why & How. o Get familiar with central methods of the Design Thinking methodology. - Project Work: - Stakeholder mapping. - Design a research plan (how and when to carry out the user research, and with whom).
3	- Lecture: o Sharing results from your user research (class discussion based on your group's interview experiences). o Introducing two tools for making sense of qualitative field data. - Project Work: o Empathy Map. o Customer Journey Map. o Design next round of user research to understand user needs and goals (based on identified gaps in the Empathy Map and Journey Map).
4	- Lecture: Tips for Improving Your Creativity (John Cleese). - Project Work: Idea development. o Turning identified problems and needs into a starting point for ideation. o HMW (How Might We) questions. Selecting your HMW questions. o Explore alternative solutions.
5	Session: Bootcamp 1. - Makers. What is Fab Lab? - New technologies to use. - 3D design with Tinkercad - 3D design with Tinkercad - Printing our designs - Making a box with MakerCase and Inkscape
6	Bootcamp 2. - Discussion: what can we make with Arduino, Micro:Bit, or Raspberry.Pi what are differences. - Workshop: -

#	Topic
6	Micro:bit --> getting hold of the technology - Arduino: Blink + button - Input & Output devices
7	- Quick and dirty - Thinking with your hands with Irma. - Turning these ideas into functional objects with the technologies of the FabLab with Mat.
8	- Lecture: Business Model description. - Project Work: o Define your Business Model.
9	- Viability, financial data and KPIs. - How to grow it in the future (scalability). - Preparing the presentation. Pitch.
10	- Defend your solution.

Assessment

Tool	Assessment tool	Category	Weight %
Attendance and punctuality	Class participation	Ordinary round	30.00%
Group project	Team Work Project	Ordinary round	70.00%
Other	Retake	Retake	100.00%

PROGRAMS

B13-Exchange Program Bachelor of Business Administration (BBA) (Undergraduates: Business)
B13 Year 1 (Optative)

B13S-Exchange Program Bachelor of Business Administration (BBA) (Undergraduates: Business)
B13S Year 1 (Optative)

BBA20-Bachelor of Business Administration (BBA) (Undergraduates: Business)
BBA20 Year 2 (Optative)

BBA20 Year 3 (Optative)

BBA20 Year 4 (Optative)

BBA23-Bachelor of Business Administration (BBA) (Undergraduates: Business)
BBA23 Year 4 (Optative)

BBA23 Year 2 (Optative)

BBA23 Year 3 (Optative)

BBE20-Bachelor of Business Administration (BBA) (Undergraduates: Business)
BBE20 Year 4 (Optative)

BBE20 Year 2 (Optative)

BBE20 Year 3 (Optative)

DBAI21-Double Degree in Business Administration and Artificial Intelligence for Business (Undergraduates: Business)
DBAI21 Year 3 (Optative)