

Materia 3_2: Global Challenges Resolution

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| Materia: | Global challenges resolution | ECTS: | 15 |
| Descriptor | • Ethnographic research, benchmarking, Brainstorming, prototyping, Pitch elevator | | |
| Objetivos generales | This subject has the objective of facing their first sector challenge(s) and analyse both the environment and trends to generate a concept prototype that responds to a specific need. The entire process will take place in a competitive environment and will involve a presentation to a selected panel of experts to judge the proposed solution. | | |
| Competencia | CE[3-2]:. Analyse a specific sectorial challenge, generate technological solutions in prototype format to specific innovation objectives and defend them before an expert audience and potential investors in technology-based companies and entrepreneurs. | | |
| Resultados de aprendizaje | <ul style="list-style-type: none">• Identify user needs (ethnographic research).• Perform a benchmark of existing innovation solutions.• Generate ideas to solve the need (Brainstorming).• Rapid prototyping of concepts to explore ideas and validate design hypotheses and as a learning process from prototypes.• Make visual presentations to companies on the innovation process carried out by the student team. | | |
| Métodos de evaluación | <ul style="list-style-type: none">• Evaluation: Portfolio, Oral presentation, Oral exam• Assessment instruments: Checklists and Rating Scales | | |