

IE-CHALLENGE

IE University

Professor: **PROFESOR CONFERENCIANTE**

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Academic year: 22-23

Degree course: THIRD

Semester: 1º

Category: COMPULSORY

Number of credits: 6.0

Language: English

PREREQUISITES

Students should have already acquired some basic knowledge about entrepreneurship and innovation. Understanding how the Lean Startup, Customer Development and Design Thinking methodologies work will help the student participate more effectively in group dynamics. In any case, the course is designed so that any student without notions of entrepreneurship and innovation can adequately participate in the IE Challenge.

PREREQUISITES

SUBJECT DESCRIPTION

IE IMPACT is a transversal academic program for all IEU students whose mission is to prepare students to be agents of positive change in society. IE IMPACT aims to enlighten IE students about some of the world's most complex challenges facing humanity and to empower them, via the IE Challenge, to help real-world businesses contribute positively to the UN's 2030 Agenda for Sustainable Development. The IE Challenge is the culmination of IE IMPACT and its three foundational pillars (Humanities, Technology and Entrepreneurship). During the IE Challenge, students work in diverse teams and apply the skills they have acquired to provide consultancy to businesses to help them amplify or scale their impact on one or more of the SDGs.

SUBJECT DESCRIPTION

OBJECTIVES AND SKILLS

Upon the completion of this course, students will meet the following objectives:

- Address and resolve challenges of organizations whose missions seek to generate a positive impact on society
- Analyze and understand the needs of groups immersed in complex contexts to meet the Sustainable Development Goals
- Identify problems or challenges facing society that must be solved.
- Ideate and validate solutions to the problems or challenges identified that must be solved.
- Design and execute a methodology based on an Entrepreneurial Mindset
- Present in front of an audience the proposal
- Work efficiently in diverse teams.

OBJECTIVES AND SKILLS

METHODOLOGY

During IE Challenge students will live a practical and enriching experience. To begin with, several teams will have to solve complex business problems of companies that are trying to address the Sustainable Development Goals. This will allow students to understand the complexities of the environment that surrounds them, real business challenges that companies face and the market uncertainty in which they operate.

Right from the start, teams will have to roll up their sleeves and deal directly with real customers.

The student teams, guided by experts in entrepreneurship and innovation, will follow an innovation journey using methodologies such as Design Thinking and Lean Startup to channel learning and progress during the project.

The project the students will have to work on will be divided into 4 main stages: (1) Exploration, (2) Definition, (3) Ideation / Prototyping and (4) Business Model and Go-to-market strategy. The main dynamics will be based on practical workshops and mentoring sessions with facilitators in Design Thinking, as well as meetings with companies to share progress and receive feedback.

After some sessions of presentation techniques, the teams will have to present their project to professors and the company.

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Teaching methodology	Weighting	Estimated time a student should dedicate to prepare for and participate in
Lectures	4.0 %	6 hours
Discussions	0.0 %	0 hours
Exercises	0.0 %	0 hours

Group work	93.33 %	140 hours
Other individual studying	2.67 %	4 hours
TOTAL	100.0 %	150 hours

PROGRAM

SESSION 1 (LIVE ONLINE)

IE Challenge kick-off session

IE Challenge will begin its journey with a presentation event. It will be explained IE Impact narrative, the importance of Sustainable Development Goals and the collaborating startups. During the event there will be guests yet to be confirmed.

SESSION 2 (LIVE ONLINE)

Startup business challenge debrief for teams

Each collaborating startup will participate in a session to explain their business challenge to the assigned teams. These teams will be able to ask all the questions they need to clarify the expected scope of the project.

SESSION 3 (ASYNCHRONOUS)

Team building and client management

During this asynchronous session, teams will practice teamwork dynamics and understand the principles of how to deal with a client in a consulting project. Teams will have to develop certain activities on their own before the beginning of the first workshop.

SESSIONS 4 - 5 (LIVE IN-PERSON)

Workshop: Exploration strategy

During this workshop, the Design Thinking methodology will be explained and the exploration stage of each of the teams will begin.

SESSIONS 6 - 7 (LIVE IN-PERSON)

Coaching sessions: Research Process

During this session, one coach will meet individually with each team to:

- Support teams to develop an effective and fact-based exploration strategy.
- Review the map of actors, interview questionnaires and exploration strategy.
- Push teams to talk to strangers in order to collect objective facts.

SESSIONS 8 - 9 (LIVE IN-PERSON)

Workshop: Making sense of data

During this workshop, the facilitator will help teams to analyze the information from primary research activities to identify areas of opportunity.

Once the opportunity is identified, there will be a zoom-in on the exploration of the specific segment on which to continue exploring.

SESSIONS 10 - 11 (LIVE IN-PERSON)

Coaching sessions: Problem and Customer Analysis

This coaching session will help the teams consolidate their knowledge of the problem and the customer. This information must be presented to the startup in the next session.

SESSIONS 12 - 13 (LIVE ONLINE)

Startup consultations: Problem and Customer

During the consultation session with the startup, teams will be able to meet one by one with the collaborating startup. They will discuss the facts collected, the insights discovered and the type of client analyzed. The startup will provide its feedback.

SESSIONS 14 - 15 (LIVE IN-PERSON)

Workshop: Ideation and Prototyping

After the validation / sharing session with the startup, and after having defined the opportunity, this workshop will help teams to work on ideation and prototyping as the beginning of the validation process.

SESSIONS 16 - 17 (LIVE IN-PERSON)

Coaching sessions: Solutions and Prototypes

Each team will share their ideas and prototypes to receive feedback from the coach. After this session, teams will have to iterate their prototypes

SESSIONS 18 - 19 (LIVE ONLINE)

Startup consultations: Prototype testing

Teams will share their prototypes with the startup to get feedback and keep iterating it.

SESSIONS 20 - 21 (LIVE IN-PERSON)

Workshop: Business Model and go-to-market strategy

During this workshop students will:

- Understand the need to develop a business model and the relationship of each of its parts
- Understand the use of the Business Model Canvas tool
- Correctly build a BMC and define a validation strategy for it
- Craft a first go-to-market strategy for their solutions

SESSIONS 22 - 23 (LIVE IN-PERSON)

Coaching sessions: Business Model and go-to-market strategy

During this session, each team will share their Business Model canvas and the validated blocks. They should provide a preliminary go-to-market strategy that will be shared with the startup in the next session.

SESSIONS 24 - 25 (LIVE ONLINE)

Startup consultations: Business Model and go-to-market strategy

Teams will share their proposed solution, business model canvas and go-to-market strategy to the startup in order to collect feedback.

SESSIONS 26 - 27 (LIVE ONLINE)

Pitching skills session

During this session, students will touch the following topics:

- Exploring the elements of persuasive presentations.
- Design of presentations to be memorable.

SESSIONS 28 - 29 (LIVE IN-PERSON)

Coaching session: Pitch

In this final session, each team will share their presentations to the coach to get feedback and improve it.

SESSION 30 (LIVE IN-PERSON)

Final Presentation

Final presentation in front of a judging panel and the startup

EVALUATION CRITERIA

Criteria	Percentage	Comments
Group project report and deliverables	30 %	Evaluated by faculty
Final presentation	20 %	Evaluated by judging panel
Participation and contribution	35 %	Evaluated by faculty
Individual contribution to the project and team members evaluation	15 %	Evaluated by students

RE-SIT / RE-TAKE POLICY

Each student has four (4) chances to pass any given course distributed over two (2) consecutive academic years. Each academic year consists of two calls: one (1) ordinary call (during the semester when the course is taking place); and one (1) extraordinary call (or "re-sit") in June/July.

Students who do not comply with the 70% attendance requirement in each subject during the semester will automatically fail both calls (ordinary and extraordinary) for that Academic Year and have to re-take the course (i.e., re-enroll) during the next Academic Year.

Regarding to the newly implemented 'liquid learning' model, all students must still abide by the same IEU attendance policy, including those students who are connecting remotely to class sessions and not physically in the classroom because they are unable to be physically in Spain, on campus. During the sessions, students connecting remotely are required to fully connect their camera and microphone at all times, and must actively participate during the sessions (using all necessary audiovisual equipment), just as their fellow peers who are physically present in the classroom on campus.

The Extraordinary Call Evaluation criteria will be subject to the following rules:

Students failing the course in the ordinary call (during the semester) will have to re-sit evaluation for the course in June / July (except those students who do not comply with the attendance rule, and therefore will not have that opportunity, since they will fail both calls and must directly re-enroll in the course during the next Academic Year).

It is not permitted to change the format nor the date of the extraordinary call exams or deadlines under any circumstance. All extraordinary call evaluation dates will be announced in advance and must be taken into consideration before planning the summer (e.g. internships, trips, holidays, etc.) The June/July re-sit will consist of a comprehensive evaluation of the course. Your final grade for the course will depend on the performance in this exam or evaluation only. I.e., continuous evaluation over the semester (e.g. participation, quizzes, projects and/or other grade components over the semester) will not be taken into consideration on the extraordinary call. Students will have to achieve the minimum passing grade of 5 and the maximum grade will be capped at 8.0 (out of 10.0) – i.e., “notable” in the extraordinary call.

Re-takers: Students who failed the subject on a previous Academic Year and are now re-enrolled as re-takers in a course will need to check the syllabus of the assigned professor, as well as contact the professor individually, regarding the specific evaluation criteria for them as re-takers in the course during that semester (ordinary call of that Academic Year). The maximum grade that may be obtained as a retaker during the ordinary call (i.e., the 3rd call) is 10.0 (out of 10.0).

After exams and other assessments are graded by the professor (on either the ordinary or extraordinary call), students will have a possibility to attend a review session (whether it be a final exam, a final project, or the final overall grade in a given course). Please be available to attend the session in order to clarify any concerns you might have regarding your grade. Your professor will inform you about the time and place of the review session.

Students failing more than 18 ECTS credits after the June/July re-sits will be asked to leave the Program. Please, make sure to prepare yourself well for the exams in order to pass your failed subjects.

In case you decide to skip the opportunity to re-sit for an exam or evaluation during the June/July extraordinary call, you will need to enroll in that course again for the next Academic Year as a re-taker, and pay the corresponding tuition fees. As you know, students have a total of four (4) allowed calls to pass a given subject or course, in order to remain in the program.

PROFESSOR BIO

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Associate Director of Faculty and Student Experience @IE. Design Lead @ IE Center for Social Innovation and Sustainability

Laura McDermott is an Irish design and innovation consultant, based in Madrid. She is the Design Lead in the IE Center for Social Innovation and Sustainability, Associate Director of the Faculty and Student Experience at the IE School of Human Science and Technology, and Adjunct Professor of Innovation and Design. Laura designs sustainable innovation projects, specifically from a behavioural lens, with startups and corporates. She has published articles in The Beam and Global Voices, as well as receiving two IE Awards for the Humanities for her writings on Ethics, Democracy, Behavioural Design and Sustainability.

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Articles:

"Mixing Younger and Older Employees at Work: What companies can learn from social innovation" in Council of Business and Society

"Why Designers Should Be Rebels" in The Beam

"MIGRANT ENTREPRENEURSHIP FOR EUROPE'S ECONOMIC GROWTH: RESHAPING A COLLECTIVE CONCEPTION" in Council of Business and Society

"The Opportunity of Intergenerational Collaboration" in IE Insights

"The Citizen Experience: Managing Quality in a 21st Century Democracy", IE Humanities Award Essay 2019

"Consciousness: The Ethical Implications of Experience Design", IE Humanities Award Essay 2018

Laura McDermott's academic experience includes:

MSc. in Customer Experience and Innovation at IE School of Human Sciences and Technology (Dean's List)

BAHons in English Studies from Trinity College Dublin

Higher Certificate in Bilingual and Multilingual Education, Universitat Internacional de Catalunya

Certificate in Data Science and Visualization from Business, IE Executive Education

Laura McDermott teaches the following courses:

IE Challenge, as part of the IE Module for IE University students

Applied Behavioural Design, Master in Customer Experience and Innovation at IE

Creativity (ideation, Design Thinking) and Innovation, IE University

UX/UI Design, Bachelor of Behavioral and Social Sciences at IE University

BIBLIOGRAPHY