Course guide
205244 - VCII - Validating and Communicating Innovative Ideas

Last modified: 02/04/2024

Unit in charge:	Terrassa School of Industrial, Aerospace and Audiovisual Engineering
Teaching unit:	758 - EPC - Department of Project and Construction Engineering.

Degree:	BACHELOR'S DEGREE IN AUDIOVISUAL SYSTEMS ENGINEERING (Syllabus 2009). (Optional subject).
	BACHELOR'S DEGREE IN CHEMICAL ENGINEERING (Syllabus 2009). (Optional subject).
	BACHELOR'S DEGREE IN ELECTRICAL ENGINEERING (Syllabus 2009). (Optional subject).
	BACHELOR'S DEGREE IN INDUSTRIAL ELECTRONICS AND AUTOMATIC CONTROL ENGINEERING (Syllabus 2009). (Optional subject).
	BACHELOR'S DEGREE IN MECHANICAL ENGINEERING (Syllabus 2009). (Optional subject).
	BACHELOR'S DEGREE IN TEXTILE TECHNOLOGY AND DESIGN ENGINEERING (Syllabus 2009). (Optional subject).
	BACHELOR'S DEGREE IN AEROSPACE TECHNOLOGY ENGINEERING (Syllabus 2010). (Optional subject).
	BACHELOR'S DEGREE IN AEROSPACE VEHICLE ENGINEERING (Syllabus 2010). (Optional subject).
	BACHELOR'S DEGREE IN INDUSTRIAL DESIGN AND PRODUCT DEVELOPMENT ENGINEERING (Syllabus 2010). (Optional subject).
	BACHELOR'S DEGREE IN INDUSTRIAL TECHNOLOGY ENGINEERING (Syllabus 2010). (Optional subject).

Academic year: 2024   **ECTS Credits:** 6.0   **Languages:** English

LECTURER

Coordinating lecturer:	Macarulla Martí, Marcel
Others:	Nicolau Martinez, Marc
	Arcal Cunillera, Jordina

TEACHING METHODOLOGY

This is a hands-on course where students will learn and implement validation methodologies and their communication skills to solve a real challenge from the industry. They will work hand by hand with industrial companies, learning how to validate innovative ideas and communicate them. Students will practice how to pitch their ideas and solutions and how to validate them with real users.

LEARNING OBJECTIVES OF THE SUBJECT

In this course students will learn how to effectively communicate their innovative ideas to convince the audience and trigger call to actions. They will learn how to do better presentations for their disruptive projects and how to validate the ideas behind them in advance.

STUDY LOAD

Type	Hours	Percentage
Self study	90,0	60.00
Hours large group	60,0	40.00

Total learning time: 150 h

CONTENTS

Module 1: Tools to validate innovative ideas

Description:
In this module students will learn different processes and tools to help validate innovative ideas and hypotheses with users. This will be an introduction to the tools needed to validate innovative ideas.

Full-or-part-time: 33h
Theory classes: 12h
Self study : 21h

Module 2: How to create a great pitch

Description:
In this module students will deep dive on how to better communicate their innovative ideas to trigger a call to action by the audience. They will work on the needed skills that influence on a great pitch to convince the audience. This module will focus on teaching students how to interact with different stakeholders in a company to better communicate their ideas and projects in order to be prepared for their working experiences.

Full-or-part-time: 33h
Theory classes: 12h
Self study : 21h

Module 3: Storytelling for influence

Description:
In this module students will learn the framework to design powerful stories and presentations that influence the audience towards change an action.

Full-or-part-time: 22h
Theory classes: 8h
Self study : 14h

Module 4: Solving an industry's challenge

Description:
This module will focus on solving a challenge proposed by a company. Designed solutions will be prototyped and tested in simulated scenarios focusing on the communication skills and how to interact with a company.

Full-or-part-time: 62h
Theory classes: 28h
Self study : 34h

GRADING SYSTEM

The final grade depends on the following assessment criteria:
â□□ 20% classroom deliverables
â□□ 20% midterm deliverable (solutions + first prototypes)
â□□ 40% final deliverable (final solution and prototype)
â□□ 20% Presentation and video

RESOURCES

Audiovisual material:
- Nom recurs. Resource

Other resources:
User friendly, by Cliff Kuang & Robert Fabricant
Resonate, by Nancy Duarte
Slide:ology, by Nancy Duarte
Pitch anything, by Oren Klaff
The Jobs to be done playbook, by Jim Kalbach.
When Coffee and kale compete, by Alan Klement