

FORMAT for CASE COLLECTION (WP2)

SECTION 1 (cover page): Introduction (in English)

Name of the Case

Dual Master's Degree in Entrepreneurship in Action

Abstract

This Master program aims to shape the entrepreneurs of innovation, agiles at complex environments and able to take advantage from globalisation through sustainable and humanist development.

The MDEA follows an innovative experiential methodology based upon Design Thinking and Lean Startup.

Website

<http://www.deusto.es/cs/Satellite/deusto/es/masteres/estudios-masteres/master-dual-en-emprendimiento-en-accion/programa>

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SECTION 2: Case description

DUAL MASTER'S DEGREE IN ENTREPRENEURSHIP IN ACTION

Objectives

The learning model at Deusto University encourages the personal development of its students, promoting a significant learning experience. For this purpose, it is focused on students' development, promoting all their knowledge, capacities, attitudes, values and skills. The learning process cannot be based on passive and receptive attitudes, besides, it must promote investigation, initiative, reflection and action ([University of Deusto, 2001](#)).

The learning process at Deusto University is based upon an educational framework elaborated by Deusto University in partnership with Gröningen University (Netherlands) within the Tuning Project, an initiative lead by these Universities which has had a long path and has been not just extended through all the European University Area, in which more than 200 universities were involved, but also has been extended to other continents ([Teaching Innovation Unit, 2016](#)).

This Educational Framework gathers two strategic focuses of Deusto University: on the one hand, addressing the development of a teaching innovation process involving teaching staff. On the other hand, training students is considered the main pedagogical activity within the departments, being Deusto students socially recognized as excellently trained individuals within a double dimension: within the comprehensive development of their capacities and within the development of values that help them to focus on their personal and professional lives ([Teaching Innovation Unit, 2016](#)). On this aspect, it can be seen that this Exit Case is consistent with this strategic focus, since the participants of this program develop their personal development with advisors, get to know the professional environment visiting companies and working at them while they receive the necessary knowledge and training from facilitators in order to develop their learning process and abilities.

The two key elements in which Deusto University's Educational Framework is expressed are the Training Model (MFUD) and the Learning Process Model (MAUD)

On the one hand, de MFUD is composed by four essential characteristics: values, attitudes, competences and autonomy; combining different ways of learning with different skills and abilities. A competent person has the necessary knowledge, knows how to put it in practice, is ready to do it and, when it does it, achieves the right results.

On the other hand, the MAUD pretends to facilitate learning to think and driving research, key aspects on studies and university work. It is developed around five learning cycles taking as an inspiration the Kolb model and others (1976) and the Ignatian pedagogy (Gil Coria, 1999): experiential context, reflective observation, conceptualization, active experimentation and evaluation.

Based upon this Educational Framework, the Dual Master's Degree on Entrepreneurship in Action aims to shape the entrepreneurs of innovation, agiles at complex environments and able to take advantage from globalisation through sustainable and humanist development.

Participants are trained to lead and develop entrepreneurship and / or intra-entrepreneurship by developing:

- Ability to analyze the social and socio-economic context, as well as competitiveness and innovation models that help to determine emerging trends and make strategic decisions within organizations.
- Ability to transform market opportunities into value propositions by correctly applying the techniques and tools of business management.
- Ability to design and implement innovation strategies that match business objectives.
- Ability to identify market opportunities and design innovative solutions for them with the support of new technologies.
- Ability to manage the activities leading to the development of innovative products and services, applying the business models that suit best to business objectives and designing the most appropriate marketing and communication strategies.
- Ability to correctly project team management and motivation techniques, time management techniques, negotiation and cooperation models.

And ultimately, the ability to design and develop a project of entrepreneurship in action in all its phases.

Clients, audience

- **Recent graduates from any field**, without experience, or with limited professional experience, who seek to improve their entrepreneurial skills and / or launch an entrepreneurial project on their own or within an organization (intra-entrepreneurship).
- **University graduates of any branch, with relevant professional experience** over several years, who are interested on learning advanced methodologies and receiving both technical and personal supports **to develop intra-entrepreneurship projects within their organisations.**
- **University graduates of any branch with relevant professional experience** over several years **willing to develop their own entrepreneurial project** by the use of advanced methodologies and with technical and personal support.

Position along the SI Spiral

One of the following:

- Identify Opportunities & challenges
- Generate ideas
- **Develop & test**
- Making the case
- Deliver & implement
- Growing & scaling
- Changing systems.

Relationship with HEI(s) (High Education Institutions) .

Designed and taught by the University of Deusto in collaboration with partner organisations.

Finance model and resources

Fees: 9.972 € per participant

Methodology

The MDEA follows an innovative experiential methodology based upon Design Thinking and Lean Startup.

The Dual Master in Entrepreneurship in Action is not a master "in use". It is a program with differential features to encourage an innovative learning process:

- The "Dual" format is based on a process of simultaneous learning in company and at University, combining both at the same time and breaking the traditional barriers between both.
- Applied Entrepreneurship, in a real business context that will lead to experiential learning and the development of a real entrepreneurship or intra-entrepreneurship project.
- Interdisciplinarity, from an integrative approach: heterogeneous subjects related to social and human sciences, economic-business and technological sciences.
- Based on real and current experiences of entrepreneurs, who are source of knowledge and inspiration for participants.
- A team of teachers that become facilitators, both from the company and from the University, who are experts in technical, methodological and personal development and who provide intensive accompaniment to the participants.

The master is structured in three modules:

- In the Module 1, the participants face 9 real challenges from partner institutions (alternating learning spaces between companies and University) through the methodology Design Thinking.
- After this first period, the second phase consists of launching a real entrepreneurship project within a company (intrapreneurship) or independently (entrepreneurship), facilitated in the technical development (technical capabilities) and personal development (voluntary social-emotional competences). Meanwhile, this period is complemented with twelve thematic sessions deepening in project development and management skills (Modules 2 and 3).

Products, results

The first edition of the master has counted with 15 participants and the collaboration of some of the most important companies in the Basque Country: Petronor, Gamesa, Salto Inspired Access, Idom, Deloitte, Grupo Urbegi, Euskaltel, Cie Automotive, Tecnalia and BBK. It also had the support from Public Institutions and the Basque Government.

The participants have evaluated the Module 1 in a quantitative and qualitative way through questionnaires, evaluating their own performance (Self-assessment), the contribution of the rest of team members and general aspects of the program (support received from facilitators, program structure and organization, methodology, feedback and information received and innovation).

Impact and results

After having observed and analysed this date, it can be affirmed that the objectives of the master have been achieved, since the participants now feel more capable and can learn by doing, becoming responsible of their own learning process. It must be mentioned that sometimes it could be increased the number of mentoring hours or addressing a more personalized way of providing feedback after the challenges.

According to the participants, the team of facilitators is a fundamental piece of this process, highlighting the importance of the University facilitators working together with company facilitator from the beginning. The participants also found useful the used methodology, Design Thinking, to solve innovation challenges, valuing in a very positive way having a training on this methodology before starting the program, in order to take the most of it. Regarding the module 2, it is emphasized that the more direct application their projects have, the more value they can extract from it, and that the personalized mentoring sessions help them to integrate the concepts from the sessions within their entrepreneurship projects.

Overall impact

Overall, participants have confirmed that they have awakened and increased their interest on innovation through the challenges.

Images

Please insert images considered meaningful to represent the case, inserting also the author/website/document were they have been taken (otherwise they cannot be used)

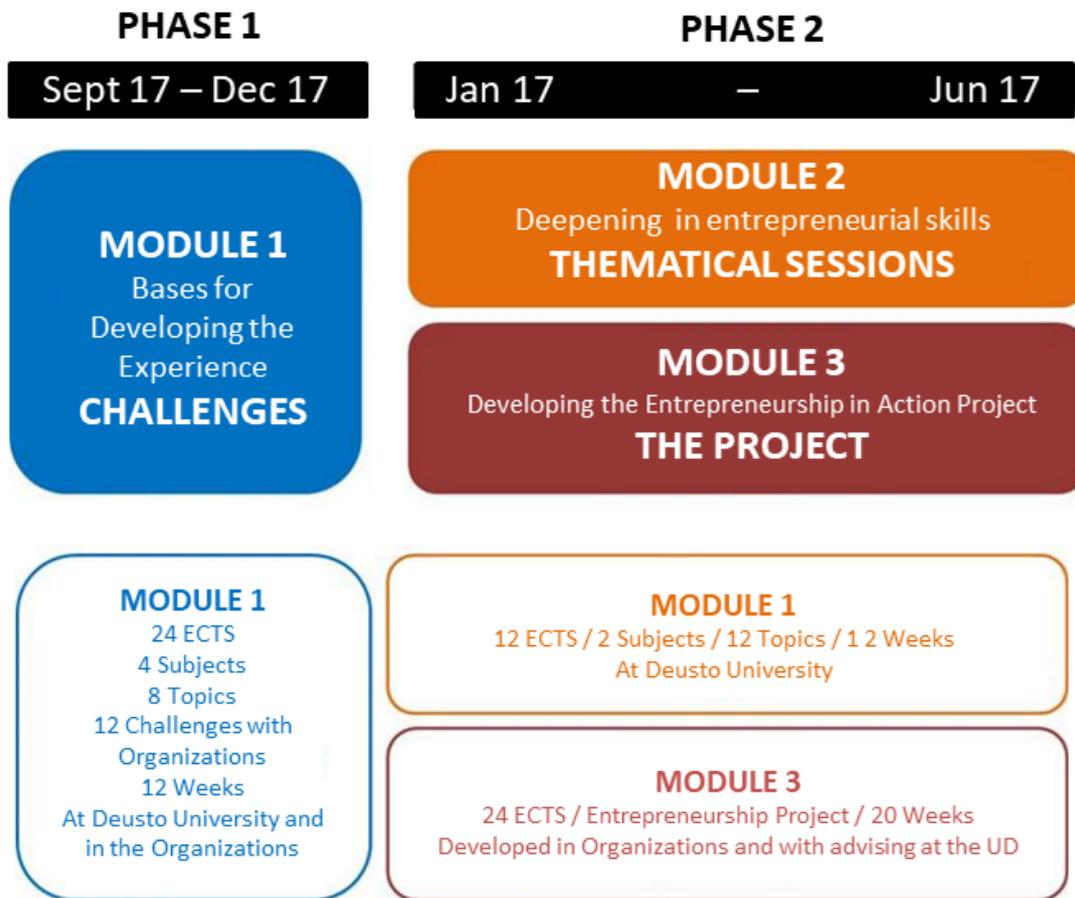


Figure 1: Training Modules – Dual Master’s Degree on Entrepreneurship in Action (University of Deusto, 2017).

Other resources

[Program Web Page](#)

[Video: Master's Degree in Entrepreneurship in Action - Module 1](#)

[Video: Master's Degree in Entrepreneurship in Action - Modules 2 and 3](#)