



Guía de aprendizaje no presencial

Información de docencia no presencial durante periodo extraordinario COVID-19

1 Información esencial de la asignatura

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|-----------------------|---|
| Nombre | LAUNCHING OF ICT PRODUCT/SERVICES TO THE MARKET |
| Titulación | MASTER UNIVERSITARIO INNOVACION DIGITAL |
| Curso | 2019/20 |
| Semestre | SEGUNDO |
| Coordinación | Javier Segovia. fsegovia@fi.upm.es |
| Moodle | - |
| Otros recursos | Microsoft Teams |

2 Cuaderno de actividades

Aquí se recoge un breve resumen de las actividades no presenciales que se han realizado desde el principio de la suspensión de las clases presenciales (envío de materiales, clase remota, sesión de tutoría grupal, etc.).

2.1 Actividades grupo EIT DATA SCIENCE, E-HEALTH y HUMAN COMPUTER INTERACTION AND DESING

A continuación, se incluyen las actividades para los 3 grupos a los que se les ha impartido la asignatura y que han realizado todas las mismas actividades.

| Fecha | Resumen de actividad | Medio |
|--------------|--|--------------|
| 17/04/20 | Meeting with the delegates of the 3 groups to plan the sessions and the activities of the subject. In addition to testing the Teams platform. | Teams |
| 18/04/20 | Email to explain the structure of the course, sessions and details of connection to the platform. | Email |
| 25/04/20 | Uploading of readings, exercises and material for classes to the Teams platform | Teams |
| 26/04/20 | Email informing all students of an additional session with Juan Polo, European Sales Director at Intel, who will give a practical talk on product launches | Email |
| 29/04/20 | Email the E-Health and HCID groups to clarify the activities, both mandatory and optional, that would be considered for evaluation. | Email |
| 09/05/20 | Email to inform them of the details of the evaluation that I had previously introduced to them in the classes | Email |
| 11/04/20 | Uploading of readings, exercises and material for the classes to the Teams platform | Teams |
| 12/05/20 | Tutorial session to connect by Teams in case they have any questions or doubts | Teams |



| Fecha | Resumen de actividad | Medio |
|-------|----------------------|-------|
| | | |

3 Plan de trabajo no presencial

3.1 Plan grupo EIT DATA SCIENCE, E-HEALTH y HUMAN COMPUTER INTERACTION AND DESING

| Fecha | Resumen de actividad | Tipo | Medio |
|----------|---|--------------|------------|
| 27/04/20 | 1st Class with E-Health and HCID (Context of Digital Services) groups: PPT presentation, video display, chat comments. | Synchronous | Teams |
| 30/04/20 | 1st Class with the Data Science group (Context of Digital Services): PPT presentation, video display, chat comments | Synchronous | Teams |
| 03/05/20 | 2nd Class with E-Health and HCID groups (Introduction of ICT Product/Services to the Market): PPT presentation, video display, chat comments | Synchronous | Teams |
| 04/05/20 | Clarification of doubts | Asynchronous | Chat Teams |
| 07/05/20 | 2nd Class with Data Science group (Introduction of ICT Product/Services to the Market): PPT presentation, video display, chat comments | Synchronous | Teams |
| 21/05/20 | Session with Intel's Director of Sales (Preparing and Launching products for GTM), who will give a Seminar on the launch of products to the market in his company | Synchronous | Teams |
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4 Pruebas de evaluación continua no presencial

| Fecha | Resumen de actividad de evaluación continua | Tipo | Medio | Medios técnicos |
|----------|--|--------------|-------|-------------------------------------|
| 29/04/20 | Commentary to a reading ("Digitization, Digitalization & Digital Transformation") that I propose as an optional work | Asynchronous | Teams | Chat vinculado a un archivo (Teams) |



| Fecha | Resumen de actividad de evaluación continua | Tipo | Medio | Medios técnicos |
|----------|--|--------------|-------|-------------------------------------|
| 08/05/20 | Delivery of an exercise they had to prepare by doing an analysis on a digital service they chose | Asynchronous | Teams | Herramienta de Tareas en Teams |
| 14/05/20 | Optional reading (Innovator's Dilemma), linked to the last session. | Asynchronous | Teams | Chat vinculado a un archivo (Teams) |
| 21/05/20 | Final Project developed in groups of 3 people, including a written presentation and video presentation | Asynchronous | Teams | Herramienta de Tareas en Teams |
| | | | | |

5 Pruebas de evaluación final no presencial (si es necesario)

En principio las fechas de evaluación final se mantienen, salvo que se requiera modificaciones por necesidades de recursos informáticos.