

SMART EVERYTHING A COLLABORATIVE PROCESS

11.APR-13.MAY.2022

PROGRAMME DESCRIPTION/OBJECTIVE

Co-creation has proven to be one of the most successful ways to generate value, enrich consumers' experiences, and ultimately create products that seamlessly solve real problems sustainably and ethically. During this course the makers (IT students) and the marketers (business students) will enhance the understanding of multiple viewpoints and expertise to create a more collaborative process.

This Short Advanced Programme is all about internationalization and lets students explore how new technological developments, interconnectedness, and product development with visual programming are applied. This SAP aims to understand the business and development power of a cross-functional perspective, finding tools, attitudes, and work strategies that they can take with them into their academic and professional lives.

PROPOSED LEARNING OUTCOMES

At the end of this RUN-EU SAP students will be able to:

- Learn how to identify business opportunities in the field of sustainability, digital technologies, and products, and how to produce them quickly and successfully.
- Understand how visual programming is used with agile methods in business application creation.
- Acquire skills to collaborate in a multidisciplinary horizontal project in an international and multicultural environment.
- Get familiar with the specifics and industry requirements (smart products).
- Practice industry standards when setting evaluation indicators (OKRs).

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DATE From 11 APRIL to 13 MAY 2022

MODE OF DELIVERY Blended

LENGTH 5 weeks

LOCATION Online + Intensive week organized by IPCA

LANGUAGE OF INSTRUCTION English

ECTS CREDITS 3

EQF/LEVEL 1st cycle (EQF 6)

ACADEMIC RECOGNITION

To be defined by each Home Institution. In general, most students will have the SAP certified in the Diploma Supplement, as a minimal condition.

ELIGIBLE PARTICIPANTS

All RUN-EU degree students

HOW TO APPLY

Fill in the application form ([QR](#) or [website](#))



DEADLINE FOR APPLICATIONS

13 March 2022

CONTACT DETAILS

sapsmarteverything@ipca.pt

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SELECTION CRITERIA

Order of submission, motivation, even representation of subject areas/field of study and balance representation of RUN-EU members institution.

LEARNING AND TEACHING STRATEGY

Team building with three common things, co-creation and facilitation, flipped classroom, design methodologies, cultural programme at the intensive week consisting of a guided tour of Barcelos, beach activities and farewell dinner.

PRE-REQUISITES

One year of studies.

SPECIAL CONDITIONS

No special conditions.

COURSE LEADERS | LECTURERS

Course Leaders

Lasse Seppänen, HAMK

Raquel Bernardette Vale Mendes, IPCA

Lecturers

Ricardo Galiot, HAMK

Luis Ferreira, IPCA

Teresa Diequez, IPCA

Marco Escadas, IPCA

André Carvalho, IPCA

PHYSICAL MOBILITY | SCHOLARSHIPS AVAILABLE

To be managed by home institution.

MEANS AND CRITERIA FOR ASSESSMENT

- The student collaborated successfully applying creative thinking and analytic thinking.
- The student was able to lead and be led with respect and value-driven mindset.
- The student uses the technical language appropriately.

CERTIFICATION

Joint Certification

SMART EVERYTHING A COLLABORATIVE PROCESS

11.APR-13.MAY.2022

PROGRAMME AT A GLANCE 1/2

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	GMT+2	13h00	14h00	15h00	16h00	17h00	18h00	19h00	20h00	21h00	22h00	23h00
	GMT	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00	20h00	21h00
MONDAY 11/4								KICK-OFF SESSION	STUDENT COLLABORATION			
TUESDAY 12/4							LECTURE: SWOT, BMC	VIDEO LECTURE: INNOVATIONS	STUDENT COLLABORATION			
WEDNESDAY 13/4							VIDEO LECTURE: BACKLOG, OKR, SMART TECHNOLOGIES	STUDENT COLLABORATION				
THURSDAY 14/4							VIDEO LECTURE: PROGRAMMING	STUDENT COLLABORATION				
TUESDAY 19/4							LECTURE: SUSTAINABLE FRAMEWORK	MILESTONE SUPERVISION 1	STUDENT COLLABORATION			
WEDNESDAY 20/4							VIDEO LECTURE: BREAKING SILOS	STUDENT COLLABORATION				
THURSDAY 21/4							STUDENT COLLABORATION					
MONDAY 25/4							LECTURE: TESTING	MILESTONE SUPERVISION 2				

**SMART
EVERYTHING
A COLLABORATIVE
PROCESS**



11.APR-13.MAY.2022

PROGRAMME AT A GLANCE 2/2

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	GMT+2	13h00	14h00	15h00	16h00	17h00	18h00	19h00	20h00	21h00	22h00	23h00
	GMT	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00	20h00	21h00
TUESDAY 26/4								VIDEO LECTURE: BUDGETTING	VIDEO LECTURE: USP	STUDENT COLLABORATION		
WEDNESDAY 27/4							STUDENT COLLABORATION					
MONDAY 2/5							VIDEO LECTURE: CONSUMERS, CONSUMERS FUTURE					

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09.MAY-13.MAY.2022

INTENSIVE WEEK

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	GMT+2	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00	20h00
	GMT	8h00	9h00	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00
MONDAY 9/5		OPENING	MILESTONE SUPERVISION 3	STUDENT COLLABORATION	BREAK	LECTURE	STUDENT COLLABORATION					
TUESDAY 10/5		MEETING	STUDENT COLLABORATION			BREAK	LECTURE	STUDENT COLLABORATION				
WEDNESDAY 11/5		MEETING	STUDENT COLLABORATION			BREAK						
THURSDAY 12/5		MEETING	STUDENT COLLABORATION			BREAK	STUDENT COLLABORATION					
FRIDAY 13/5		MILESTONE SUPERVISION 4: PITCH, MVP				BREAK	MILESTONE SUPERVISION 4: PITCH, MVP					

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11 APRIL

MONDAY

	GMT+2	13h00	14h00	15h00	16h00	17h00	18h00	19h00	20h00	21h00	22h00	23h00
	GMT	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00	20h00	21h00
MONDAY 11/4								KICK-OFF SESSION	STUDENT COLLABORATION			

Kick-Off

- 🕒 17h00-19h00
- 👥 Individual & Group Work

📄 Working plan with idea description, meetings and interactions and distribution of responsibilities.

Student Collaboration

- 🕒 8 Hours per day
- 👥 Group Work

📄 Students work together.

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12 APRIL

TUESDAY

	GMT+2	13h00	14h00	15h00	16h00	17h00	18h00	19h00	20h00	21h00	22h00	23h00
	GMT	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00	20h00	21h00
TUESDAY 12/4								LECTURE: SWOT, BMC	VIDEO LECTURE: INNOVATIONS	STUDENT COLLABORATION		

Lecture

- 🕒 17h00-19h00
- 👥 Individual & Group Work
- 👤 Marco Escadas, IPCA

📄 **Lecture "SWOT, BMC and other tools":**
Think and act strategically are crucial factors to the success and competitiveness of organizations and business ideas in an increasingly global market. The lecture "SWOT, BMC and other tools" aims to introduce students to some of the most relevant and used tools that help companies to scientifically analyse itself and the market, and to define the most important dimensions of its business strategy. Using an applied approach, this lecture will focus on the fundamentals of SWOT, BMC and other tools, as well as on their most recent developments in a triple bottom line perspective.

Video Lecture

- 🕒 19h00-21h00
- 👤 Individual
- 👤 Lasse Seppänen, HAMK

📄 **Video lecture "innovations":**
This set of short videos covers all phases of innovation processes in the design thinking framework. Videos cover following methods: trend map, weak signals, brainstorming, reverse brainstorming, 1000 euros, 8-field swot, six thinking hats and decision matrix.

Student Collaboration

- 🕒 8 Hours per day
- 👥 Group Work
- 📄 Students work together.

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13 APRIL

WEDNESDAY

	GMT+2	13h00	14h00	15h00	16h00	17h00	18h00	19h00	20h00	21h00	22h00	23h00
	GMT	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00	20h00	21h00
WEDNESDAY 13/4							VIDEO LECTURE: BACKLOG, OKR, SMART TECHNOLOGIES	STUDENT COLLABORATION				

Video Lecture

- 🕒 17h00-19h00
- 👤 Individual
- 👤 Lasse Seppänen, HAMK.
Ricardo Galiot, HAMK.
Luís Ferreira, IPCA

- 📄 **Video "Backlog and User Stories":**
Backlog is an agile way to record the development phases and targets of a larger project. User stories are used in depicting what the users want to do with a system, they are an important part of the requirement specification in agile development.
- 📄 **Video "OKR":** Students will familiarize themselves with OKRs (Objective and Key Results) as a goal-setting framework used by teams and organizations to design measurable goals and track their outcomes during this video session. Furthermore, they will have an opportunity to explore how to make objectives significant, concrete, clearly defined, and at the same time inspirational enough.

They will learn how to select the correct measurable scale for your Key Results, so they are all clear for every member of your team.

Video "Smart technologies": In this session we will discuss how the technology we use every day is getting smarter. It is not a coincidence our phones are now known as smart. We use technology like Bluetooth, Wireless, Sensors, Infrared and Radio to communicate between us, but also to communicate with machines. All this information we share, every time we go shopping, or visiting a museum, or simply taking a ride in the bus, is collected and used as a mean to automate our lives but also to allow companies to have better incomes. The same happens in the Industry. The role of the human start to be confronted with the role of technology. Is this context of the Internet of Things, Industry 4.0 and Exponential Technologies, a clear road to the Technological Singularity?

Student Collaboration

- 🕒 8 Hours per day
- 👤 Group Work
- 📄 Students work together.

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14 APRIL

THURSDAY

	GMT+2	13h00	14h00	15h00	16h00	17h00	18h00	19h00	20h00	21h00	22h00	23h00
	GMT	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00	20h00	21h00
THURSDAY 14/4							VIDEO LECTURE: PROGRAMMING	STUDENT COLLABORATION				

Video Lecture

- 🕒 17h00-19h00
- 👤 Individual
- 👤 Lasse Seppänen, HAMK

📄 **Video lecture "Breaking Silos":** Visual programming means programming in a higher level than with regular 3rd generation languages. The common terms used are no-code and low-code. There are many visual programming systems available. In extreme programming the coding is done in pairs so that one types and other comments making the code less prone to errors.

Student Collaboration

- 🕒 8 Hours per day
- 👤 Group Work
- 📄 Students work together.

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19 APRIL

TUESDAY

	GMT+2	13h00	14h00	15h00	16h00	17h00	18h00	19h00	20h00	21h00	22h00	23h00
	GMT	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00	20h00	21h00
TUESDAY 19/4							LECTURE: SUSTAINABLE FRAMEWORK	MILESTONE SUPERVISION 1	STUDENT COLLABORATION			

Lecture

- 🕒 17h00-18h30
- 👤 Individual
- 👤 André Carvalho, IPCA

📄 **Lecture "Sustainable Framework":**
We are undergoing two highly disruptive business transformations - the digital and the green transitions. In order to deal with them and manage change across the board, the use of a common framework is vital. In this lecture, we will discuss how important it is to use tools, models and a language that are already familiar to organisations in order to help them adapt to the novel business environments. A framework for digital and sustainability-driven change will be presented, built on a balance between existing competences and new

Milestone supervision 1

- 🕒 18h30-20h00
- 👤 Individual & Group Work

📄 Presenting decision matrix etc., idea+plan, BMC, OKR, backlog presented, programming system selected.

Student Collaboration

- 🕒 8 Hours per day
- 👤 Group Work

📄 Students work together.

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20 APRIL

WEDNESDAY

	GMT+2	13h00	14h00	15h00	16h00	17h00	18h00	19h00	20h00	21h00	22h00	23h00
	GMT	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00	20h00	21h00
WEDNESDAY 20/4								VIDEO LECTURE: BREAKING SILOS	STUDENT COLLABORATION			

Video Lecture

- 🕒 17h00-18h30
- 👤 Individual
- 👤 Ricardo Galiot, HAMK

📄 **Video lecture "Breaking Silos":** Silos in the workplace can have a lasting, negative impact on your business's success and overall employee engagement. Students will explore some of the existing strategies to break silos in teamwork and organizational settings, enhance communication, and ensure a constant collaboration flow during this video. Moreover, they will learn how the modern networked workplace, with cross-functional teams and collaboration nodes, affects your cooperation.

Student Collaboration

- 🕒 8 Hours per day
- 👤 Group Work
- 📄 Students work together.

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25 APRIL

MONDAY

	GMT+2	13h00	14h00	15h00	16h00	17h00	18h00	19h00	20h00	21h00	22h00	23h00
	GMT	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00	20h00	21h00
MONDAY 25/4							LECTURE: TESTING	MILESTONE SUPERVISION 2				

Lecture

- 🕒 17h00-18h00
- 👤 Individual
- 👤 Lasse Seppänen, HAMK
Brendan Watson, TUS

📄 **Lecture "Testing":** The testing lecture covers subjects related to testing matters in agile software development. The lecture targets to how testing and the type of testing is integrated with sprints. Test automation is covered in relation to regression testing. The role of acceptance testing completes the customer interface.

Milestone supervision 2

- 🕒 18h00-19h00
- 👤 Individual & Group Work

📄 MPV (Minimum Viable Product) as it is presented, market research, backlog based.

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26 APRIL

TUESDAY

	GMT+2	13h00	14h00	15h00	16h00	17h00	18h00	19h00	20h00	21h00	22h00	23h00
	GMT	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00	20h00	21h00
TUESDAY 26/4								VIDEO LECTURE: BUDGETTING	VIDEO LECTURE: USP	STUDENT COLLABORATION		

Video Lecture

- 🕒 17h00-20h00
- 👤 Individual
- 👤 Teresa Dieguez, IPCA

Video Lecture "Basic Budgeting": Budgeting is a process of expressing quantified resource requirements (amount of capital, amount of material, number of people) into time-phased goals and milestones. With it, it is possible to: i) provide a forecast of revenues and expenditures, that is, construct a model of how a business might perform financially if certain strategies, events, and plans are carried out; ii) enable the actual financial operation of the business to be measured against the forecast and iii) establish the cost constraint for a project, program, or operation. Estimating and matching expenses to revenue (real or anticipated) is important because it helps business owners to determine whether they have enough money to fund operations, expand the business and generate income for themselves. Without a budget

or a plan, a business runs the risk of spending more money than it is taking in or, conversely, not spending enough money to grow the business and compete. **Video lecture "USP":** Both startups and existing businesses fight for their place in marketing by introducing their products and services. However not all of them are predestined to succeed with customers. More than a half of new propositions fail to meet customers' expectations and fade away. To avoid failure, customers' problems must be well identified, and companies must give them the design, features, and functionality they want. A unique selling proposition (USP) refers to the unique benefit exhibited by a company, service, product, or brand that enable it to stand out from competitors. In other words, USP identifies what makes our business the better choice, and why our target clients should choose us over the competition. It can be an effective tool that helps us focus and validate our marketing goals, being an important part of our branding that makes our business memorable.

Student Collaboration

- 🕒 8 Hours per day
- 👤 Group Work
- 📄 Students work together.

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2 MAY					MONDAY							
GMT+2	13h00	14h00	15h00	16h00	17h00	18h00	19h00	20h00	21h00	22h00	23h00	
GMT	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00	20h00	21h00	
MONDAY 2/5							VIDEO LECTURE: CONSUMERS, CONSUMERS FUTURE					

Video Lecture

- 17h00-19h00
- Individual
- Ricardo Galiot, HAMK
- Marco Escadas, IPCA
-

Video "Consumer research": Looking at consumer research as the practice of identifying the targeted customer's preferences, beliefs, motivations, and buying behavior can help us create more meaningful products or services. This video will introduce students to consumer research's nature and roles/goals (mainly to support scientific decision-making); and present some of the most used tools: surveys and focus groups, helping students understand the basics of consumer research and the buying persona.

Video "Consumer research future trends": This video will emphasize the most significant trends in consumer research methodologies, how technology plays a role, and the main changes in those new and future approaches. The students will understand some of the latest tools such as experiments, sensory evaluation, biometric measurement, artificial intelligence, and augmented reality, giving them a broader and more current view on the topic.

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9 MAY		MONDAY											
	GMT+2	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00	20h00	
	GMT	08h00	09h00	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00
MONDAY 9/5		OPENING	MILESTONE SUPERVISION 3	STUDENT COLLABORATION	BREAK	LECTURE	STUDENT COLLABORATION						

Opening

- 🕒 10h00-11h00
- 👥 Individual & Group Work

- 📄 Welcome the students and introduce the programme.

Milestone Supervision 3

- 🕒 11h00-12h30
- 👥 Individual & Group Work

- 📄 Presenting backlog, OKRs, USP, Marketing ideas and budgeting.

Student Collaboration

- 🕒 12h30-14h00
- 👥 Group Work

- 📄 Students work together.

Lecture

- 🕒 15h00-16h00
- 👥 Group Work
- 👤 IPCA

- 📄 Lecture.

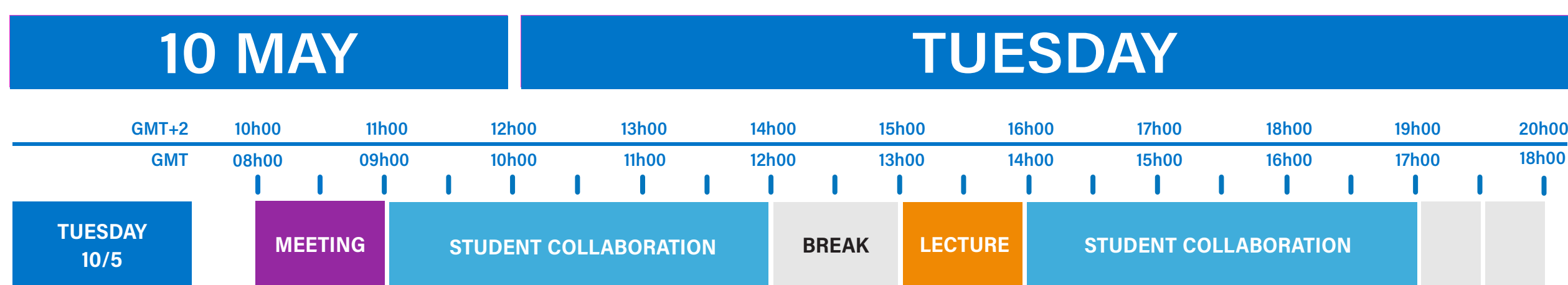
Student Collaboration

- 🕒 16h00-19h00
- 👥 Group Work

- 📄 Students work together.

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Meeting

- 🕒 11h00-19h00
- 👥 Group Work
- 👤 IPCA

📄 Daily meeting to discuss the planning.

Lecture

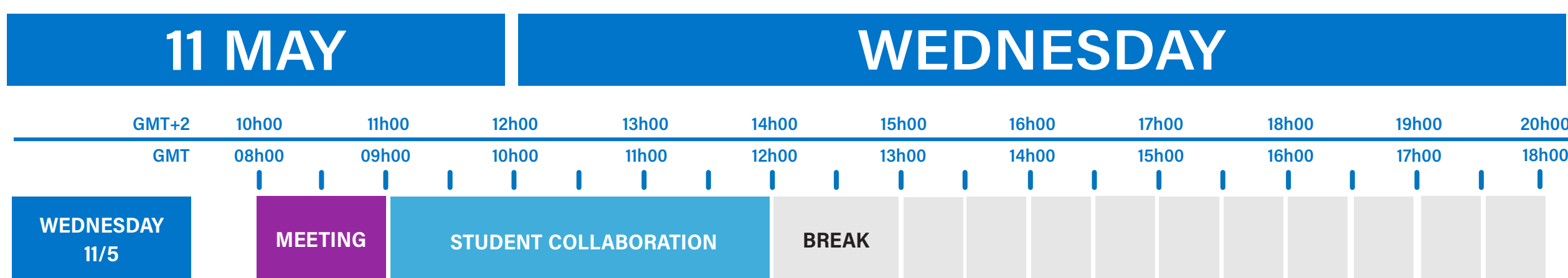
- 🕒 15h00-16h00
- 👥 Group Work
- 👤 IPCA

📄 Lecture.

Student Collaboration

- 🕒 11h00-14h00
- 👥 Group Work

📄 Students work together.



Meeting

- 🕒 11h00-19h00
- 👥 Group Work
- 👤 IPCA

📄 Daily meeting to discuss the planning.

Student Collaboration

- 🕒 11h00-14h00
- 👥 Group Work

📄 Students work together.

SMART EVERYTHING A COLLABORATIVE PROCESS

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12 MAY

THURSDAY

	GMT+2	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00	20h00
	GMT	08h00	09h00	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00
THURSDAY 12/5		MEETING	STUDENT COLLABORATION			BREAK	STUDENT COLLABORATION					

Meeting

- 🕒 10h00-11h00
- 👥 Individual & Group Work
- 👤 IPCA

📄 Daily meeting to discuss the planning.

Student Collaboration

- 🕒 11h00-19h00
- 👥 Group Work

📄 Students work together.

13 MAY

FRIDAY

	GMT+2	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00	20h00		
	GMT	08h00	09h00	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00		
FRIDAY 13/5		MILESTONE SUPERVISION 4: PITCH, MVP					BREAK	MILESTONE SUPERVISION 4: PITCH, MVP						

Milestone Supervision 4

- 🕒 11h00-19h00
- 👥 Individual & Group Work

📄 Present pitch and MVP (Minimum Viable Product). Final presentation are evaluated by the client and universities.