SMART EVERYTHING
3rd EDITION

8.APR-10.MAY.2024

+INFO: www.run-eu.eu
Organised by: HAMK
IPCA

SAP OVERVIEW

The course introduces students to how new technological developments, interconnectedness, and product development with visual programming and AI, IoT, or AR are applied. It will do so with an industry-focused curriculum across multiple sectoral domains. It would allow the participants to appreciate the sectoral applications of digital development, responsive devices, automation, and optimization. It establishes a connection between these technologies and business methodology and opportunities. The participants will amalgamate the learnings with a cross-functional perspective and take those lessons with them into their academic and professional lives.

This course invites to fulfill the urgent coordination between the makers (IT) and the marketers. It rethinks the practice of design, development, and consumer relationship into a more collaborative process. 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.

LEARNING OUTCOMES

At the end of this RUN-EU SAP, you will be able to:
· Deliver a feasible smart product prototype that solves a problem presented in the brief.
· Get familiar with the opportunities and challenges offered for the new technological developments.
· Increase the efficiencies and strategies involved in working in international and multidisciplinary groups.
· Establish a unique network of professionals and international cooperation.

DATE From **8 April to 10 May 2024**
Face-to-Face Week: IPCA, Portugal, 6-10 May

MODE OF DELIVERY Blended

LANGUAGE OF INSTRUCTION English

ECTS CREDITS 3

ACADEMIC RECOGNITION
To be defined by each home institution.

ELIGIBLE PARTICIPANTS
All RUN-EU degree students.

HOW TO APPLY
Fill in the application form **(QR or website)**

DEADLINE FOR APPLICATIONS
8 March 2024

CONTACT DETAILS
sapsmarteverything@ipca.pt

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SELECTION CRITERIA

Order of submission, motivation, even representation of subject areas/field of study andbalance 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.

PREREQUISITES

One year of studies.

COURSES LEADERS | LECTURERS

Courses leaders
Lasse Seppänen (HAMK)
Raquel Bernardette Vale Mendes (IPCA)
Teresa Diequez (IPCA)

Lecturers
Ricardo Galliot (HAMK)
Luis Ferreira (IPCA)
Paula Loureiro (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

Final decision on the scholarships to be awarded falls under the responsibility of the Home Institution RUN-EU Project Leader.

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PROGRAMME AT A GLANCE 1/2

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GMT+3	13h00	14h00	15h00	16h00	17h00	18h00	19h00	20h00	21h00	22h00	23h00
GMT+2	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00	20h00	21h00	22h00
GMT+1	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00	20h00	21h00

Day											
MONDAY 8/4					KICK-OFF SESSION		STUDENT COLLABORATION				
TUESDAY 9/4					LECTURE: SWOT, BMC		VIDEO LECTURE: INNOVATIONS		STUDENT COLLABORATION		
WEDNESDAY 10/4					VIDEO LECTURE: BACKLOG, OKR, SMART TECHNOLOGIES		STUDENT COLLABORATION				
THURSDAY 11/4					VIDEO LECTURE: PROGRAMMING		STUDENT COLLABORATION				
TUESDAY 16/4					LECTURE: SUSTAINABLE FRAMEWORK	MILESTONE SUPERVISION 1	STUDENT COLLABORATION				
WEDNESDAY 17/4					VIDEO LECTURE: BREAKING SILOS	STUDENT COLLABORATION					
THURSDAY 18/4					STUDENT COLLABORATION						
MONDAY 22/4					LECTURE: TESTING	MILESTONE SUPERVISION 2					

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8.APRIL-10.MAY.2024

PROGRAMME AT A GLANCE 2/2

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| | GMT+3 | 13h00 | 14h00 | 15h00 | 16h00 | 17h00 | 18h00 | 19h00 | 20h00 | 21h00 | 22h00 | 23h00 |
| | GMT+2 | 12h00 | 13h00 | 14h00 | 15h00 | 16h00 | 17h00 | 18h00 | 19h00 | 20h00 | 21h00 | 22h00 |
	GMT+1	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00	20h00	21h00
TUESDAY 23/4						VIDEO LECTURE: BUDGETTING	VIDEO LECTURE: USP	STUDENT COLLABORATION				
WEDNESDAY 24/4						STUDENT COLLABORATION						
MONDAY 29/4						VIDEO LECTURE: CONSUMERS						

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INTENSIVE WEEK

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	GMT+3	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00	20h00
	GMT+2	9h00	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00
	GMT+1	8h00	9h00	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00

MONDAY 6/5	OPENING	MILESTONE SUPERVISION 3	STUDENT COLLABORATION	BREAK	LECTURE	STUDENT COLLABORATION			
TUESDAY 7/5	MEETING	STUDENT COLLABORATION		BREAK	LECTURE	STUDENT COLLABORATION			
WEDNESDAY 8/5	MEETING	STUDENT COLLABORATION		BREAK					
THURSDAY 9/5	MEETING	STUDENT COLLABORATION		BREAK	STUDENT COLLABORATION				
FRIDAY 10/5	MILESTONE SUPERVISION 4: PITCH, MVP			BREAK	MILESTONE SUPERVISION 4: PITCH, MVP				

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8 APRIL	MONDAY 15H00-21H00 GMT+1 · ONLINE

GMT+3	13h00	14h00	15h00	16h00	17h00	18h00	19h00	20h00	21h00	22h00	23h00
GMT+2	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00	20h00	21h00	22h00
GMT+1	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00	20h00	21h00

| MONDAY 8/4 | | | | | | | | KICK-OFF SESSION | | STUDENT COLLABORATION | |

Kick-Off

🕐 15h00-17h00
⮐ 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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9 APRIL | TUESDAY 15H00-21H00 GMT+1 · ONLINE

	13h00	14h00	15h00	16h00	17h00	18h00	19h00	20h00	21h00	22h00	23h00
GMT+3	13h00	14h00	15h00	16h00	17h00	18h00	19h00	20h00	21h00	22h00	23h00
GMT+2	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00	20h00	21h00	22h00
GMT+1	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00	20h00	21h00

| TUESDAY 9/4 | | | | | | | | LECTURE: SWOT, BMC | VIDEO LECTURE: INNOVATIONS | STUDENT COLLABORATION |

Lecture

- 🕐 15h00-17h00
- 🗂 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

- 🕐 17h00-19h00
- 🗂 Individual work
- 👤 Lasse Seppänen, HAMK

📄 **Video lecture "Innovation and planning methods used":**
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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10 APRIL
WEDNESDAY 15H00-21H00 GMT+1 · ONLINE

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GMT+2	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00	20h00	21h00	22h00
GMT+1	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00	20h00	21h00

| WEDNESDAY 10/4 | | | | | | | | VIDEO LECTURE: BACKLOG, OKR, SMART TECHNOLOGIES | STUDENT COLLABORATION | | |

Video Lecture

🕐 15h00-17h00
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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11 APRIL	THURSDAY 15H00-21H00 GMT+1 · ONLINE

	13h00	14h00	15h00	16h00	17h00	18h00	19h00	20h00	21h00	22h00	23h00
GMT+3	13h00	14h00	15h00	16h00	17h00	18h00	19h00	20h00	21h00	22h00	23h00
GMT+2	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00	20h00	21h00	22h00
GMT+1	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00	20h00	21h00

THURSDAY 11/4		VIDEO LECTURE: PROGRAMMING	STUDENT COLLABORATION

Video Lecture

🕐 15h00-17h00
🔀 Individual
👤 Lasse Seppänen, HAMK

📄 **Visual programming, Extreme Programming":**
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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16 APRIL | TUESDAY 15H00-21H00 GMT+1 · ONLINE

GMT+3	13h00	14h00	15h00	16h00	17h00	18h00	19h00	20h00	21h00	22h00	23h00		
GMT+2	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00	20h00	21h00	22h00		
GMT+1	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00	20h00	21h00		

| TUESDAY 16/4 | | | | | | | | LECTURE: SUSTAINABLE FRAMEWORK | MILESTONE SUPERVISION 1 | STUDENT COLLABORATION | | |

Lecture

- 15h00-16h30
- 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

- 16h30-18h00
- 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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17 APRIL	WEDNESDAY 15H00-21H00 GMT+1 · ONLINE

	13h00	14h00	15h00	16h00	17h00	18h00	19h00	20h00	21h00	22h00	23h00
GMT+3	13h00	14h00	15h00	16h00	17h00	18h00	19h00	20h00	21h00	22h00	23h00
GMT+2	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00	20h00	21h00	22h00
GMT+1	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00	20h00	21h00

| WEDNESDAY 17/4 | | | | | | | | VIDEO LECTURE: BREAKING SILOS | STUDENT COLLABORATION | | | |

Video Lecture

🕐 15h00-17h00
📊 Individual
👤 Ricardo Galiot, HAMK

📄 **"Silo breaking strategies":**
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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22 APRIL · MONDAY 15H00-17H30 GMT+1 · ONLINE

	13h00	14h00	15h00	16h00	17h00	18h00	19h00	20h00	21h00	22h00	23h00
GMT+3	13h00	14h00	15h00	16h00	17h00	18h00	19h00	20h00	21h00	22h00	23h00
GMT+2	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00	20h00	21h00	22h00
GMT+1	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00	20h00	21h00

| MONDAY 22/4 | | | | | | LECTURE: TESTING | MILESTONE SUPERVISION 2 | | | | |

Lecture

🕐 15h00-16h00
👥 Individual
👤 Lasse Seppänen, HAMK

📄 **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

🕐 16h00-17h30
👥 Individual & Group Work

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

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23 APRIL	TUESDAY 15H00-21H00 GMT+1 · ONLINE

GMT+3	13h00	14h00	15h00	16h00	17h00	18h00	19h00	20h00	21h00	22h00	23h00
GMT+2	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00	20h00	21h00	22h00
GMT+1	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00	20h00	21h00

TUESDAY 23/4								VIDEO LECTURE: BUDGETTING	VIDEO LECTURE: USP	STUDENT COLLABORATION	

Video Lecture

🕐 15h00-16h30
🔀 Individual
👤 Teresa Diequez, IIPCA

📄 **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

🕐 16h30-18h00
🔀 Individual
👤 Teresa Diequez, IPCA

📄 **"USP - Unique Selling Proposition"** - 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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29 APRIL	MONDAY 15H00-17H00 GMT+1 · ONLINE

	13h00	14h00	15h00	16h00	17h00	18h00	19h00	20h00	21h00	22h00	23h00
GMT+3	13h00	14h00	15h00	16h00	17h00	18h00	19h00	20h00	21h00	22h00	23h00
GMT+2	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00	20h00	21h00	22h00
GMT+1	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00	20h00	21h00

MONDAY 29/4						VIDEO LECTURE: CONSUMERS				

Video Lecture

🕐 15h00-17h00
📈 Individual
👤 Ricardo Galiot, HAMK

📄 **"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.

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6 MAY	MONDAY 8H00-17H00 GMT+1 · IPCA

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GMT+2	9h00	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00	
GMT +1	8h00	9h00	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	

MONDAY 6/5	OPENING	MILESTONE SUPERVISION 3	STUDENT COLLABORATION	BREAK	LECTURE	STUDENT COLLABORATION		

Opening
🕐 8h00-9h00
Individual & Group work

📄 Welcome the students and introduce the programme.

Milestone supervision 3
🕐 9h00-10h30
Individual & Group Work

📄 Presenting backlog, OKRs, USP, marketing ideas and budgeting.

Student Collaboration
🕐 10h30-12h00
Group work

📄 Students work together.

Lecture
🕐 13h00-14h00
Group work
IPCA

📄 Lecture.

Student Collaboration
🕐 14h00-17h00
Group work

📄 Students work together.

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7 MAY	TUESDAY 8H00-17H00 GMT+1 · IPCA

GMT+3	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00	20h00
GMT+2	9h00	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00
GMT +1	8h00	9h00	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00

TUESDAY 7/5	MEETING	STUDENT COLLABORATION	BREAK	LECTURE	STUDENT COLLABORATION		

Meeting

🕐 8h00-9h00
👥 Group work
👤 IPCA

📄 Daily meeting to discuss the planning.

Student Collaboration

🕐 9h00-12h00
👥 Group work

📄 Students work together.

Lecture

🕐 13h00-14h00
👥 Group work
👤 IPCA

📄 Lecture.

Student Collaboration

🕐 14h00-17h00
👥 Group work

📄 Students work together.

SHORT ADVANCED PROGRAMME

SMART EVERYTHING 3rd EDITION

RUN · REGIONAL UNIVERSITY NETWORK · EUROPEAN UNIVERSITY

+INFO: www.run-eu.eu

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8 MAY — WEDNESDAY 8H00-12H00 GMT+1 · IPCA

GMT+3	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00	20h00
GMT+2	9h00	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00
GMT +1	8h00	9h00	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00

WEDNESDAY 8/5 — MEETING · STUDENT COLLABORATION · BREAK

Meeting
- 8h00-9h00
- Group work
- IPCA

Daily meeting to discuss the planning.

Student Collaboration
- 9h00-12h00
- Group work

Students work together.

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9 MAY — THURSDAY 8H00-17H00 GMT+1 · IPCA

GMT+3	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00	20h00
GMT+2	9h00	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00
GMT +1	8h00	9h00	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00

THURSDAY 9/5 — MEETING · STUDENT COLLABORATION · BREAK · STUDENT COLLABORATION

Meeting
- 8h00-9h00
- Group work
- IPCA

Daily meeting to discuss the planning.

Student Collaboration
- 9h00-12h00
- Group work

Students work together.

Student Collaboration
- 13h00-17h00
- Group work

Students work together.

TUS · POLITÉCNICO DE LEIRIA · IPCA INSTITUTO POLITÉCNICO DO CÁVADO E DO AVE · HAMK Häme University of Applied Sciences · NHL STENDEN university of applied sciences · FHV Vorarlberg University of Applied Sciences · UNIVERSIDAD DE BURGOS · howest university of applied sciences

SHORT
ADVANCED
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EVERYTHING
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10 MAY	FRIDAY 8H00-17H00 GMT+1 · IPCA

GMT+3	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00	20h00
GMT+2	9h00	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00
GMT +1	8h00	9h00	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00

FRIDAY 10/5	MILESTONE SUPERVISION 4: PITCH, MVP	BREAK	MILESTONE SUPERVISION 4: PITCH, MVP	

Milestone supervision 4

🕐 8h00-17h00
🔧 Individual & Group Work

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