Process Management

Academic Year: (2019 / 2020) **Review date: 14-05-2020**

Department assigned to the subject:

Coordinating teacher: AMESCUA SECO, ANTONIO DE

Type: Electives ECTS Credits : 3.0

Year : 1 Semester : 2

OBJECTIVES

- Students should how to transmit clearly and without ambiguity the results of scientific and technological research and what are their foundations.

- Students should understand what are the main management factors for companies to be success in the fourth industrial revolution.

DESCRIPTION OF CONTENTS: PROGRAMME

Organization Aspects
- Organization Culture
- Change Management
- Intangible Value Management

Talent Management
- Emotional Intelligence
- People Management

Innovation Models
- Lean Startup
- Digital Technological Trends

LEARNING ACTIVITIES AND METHODOLOGY

Methodology: Workshop

- All students present every week part of his/her assignment. (written and oral)
- There is a discussion and 360 analysis about the presentations in order to find aspects to improve.

ASSESSMENT SYSTEM

There is an assignment for each student .
Students develop several evolutionary versions of their assignments
There are an evaluation of their progress
In the last week, students present their final version of their assignments

% end-of-term-examination:	60
% of continuous assessment (assigments, laboratory, practicals…):	40

BASIC BIBLIOGRAPHY

- Alexander Osterwalder;Yves Pigneur;Gregory Bernarda;Alan Smith Value Proposition Design, Wiley, 2014

ADDITIONAL BIBLIOGRAPHY

- Steve Blank The Four Steps to the Epiphany, K&S Ranch, 2013