

Academic Year: (2019 / 2020)

Review date: 03-05-2019

Department assigned to the subject: Business Administration Department

Coordinating teacher: ALVAREZ GIL, MARIA JOSEFA

Type: Electives ECTS Credits : 6.0

Year : Semester :

OBJECTIVES

Students are asked to:

CB1. have demonstrated to possess and understand knowledge in an area of study that starts from the base of general secondary education, and is usually found at a level that, although supported by advanced textbooks, also includes some aspects that imply knowledge from the vanguard of his field of study

CB2. know how to apply their knowledge to their work or vocation in a professional manner and have the skills that are usually demonstrated through the elaboration and defense of arguments and the resolution of problems within their area of study

CB3. have the ability to gather and interpret relevant data (usually within their area of study) to make judgments that include a reflection on relevant social, scientific or ethical issues

CG1. know in depth the foundations of the scientific discipline of business administration (concept of company, institutional and legal framework, organization and management techniques).

CT2. Be able to correctly expose and write a topic or compose a speech following a logical order, providing accurate information and in accordance with established grammatical and lexical norms.

CT3. Be able to evaluate the reliability and quality of the information and its sources using such information in an ethical manner, avoiding plagiarism, and in accordance with the academic and professional conventions of the study area.

CT5. Know and be able to handle interpersonal skills on initiative and responsibility, negotiation, emotional intelligence, etc. as well as calculation tools that allow to consolidate the basic technical skills that are required in every professional field.

CE3. Know the operation of the different functional departments of a company (production, marketing, human resources, finances, etc.), and perform any management work in them with ease.

CE11 Know and know how to apply the existing planning tools in the company that competes in the digital age.

RA1. They have acquired advanced knowledge and demonstrated an understanding of the theoretical and practical aspects and the methodology of work in the field of business administration and digital technology with a depth that reaches the forefront of knowledge

RA3. Have the ability to collect and interpret data and information on which to base their conclusions including, when necessary and pertinent, reflection on issues of a social, scientific or ethical nature in the field of business of the digital era.

RA4. Be able to deal with complex situations or require the development of new solutions both in the academic and professional field within the field of digital business management.

DESCRIPTION OF CONTENTS: PROGRAMME

1. Principles of Technology Management focuses on Systems Engineering
2. Life Cycle Concepts and Models
3. Methods and techniques for the concept, development, production, utilization, support and retirement of systems in the organization.
4. The importance of processes in technology management.
5. Improvements of systems applying processes that leads to a successful technological management of complex systems in any organization.
6. Roles involved in technology management.

LEARNING ACTIVITIES AND METHODOLOGY

AF1. THEORETICAL-PRACTICAL CLASSES. They will present the knowledge that students should acquire. They will receive the class notes and will have basic texts of reference to facilitate the follow-up of the classes and the development of the subsequent work. Exercises, practical problems on the part of the student will be solved and workshops and evaluation tests will be carried out to acquire the necessary

skills.

AF2. TUTORIES. Individualized assistance (individual tutorials) or group (collective tutorials) to students by the teacher.

AF3. INDIVIDUAL OR GROUP STUDENT WORK.

MD1 THEORY CLASS. Exhibitions in the teacher's class with support of computer and audiovisual media, in which the main concepts of the subject are developed and the materials and bibliography are provided to complement the students' learning.

MD2. PRACTICES. Resolution of practical cases, problems, etc. raised by the teacher individually or in groups.

MD3. TUTORIES. Individualized assistance (individual tutorials) or group (collective tutorials) to students by the teacher. For subjects of 6 credits, 4 hours will be dedicated with 100% of attendance.

ASSESSMENT SYSTEM

SE1. FINAL EXAM. In which the knowledge, skills and abilities acquired throughout the course will be assessed globally.

SE2. CONTINUOUS ASSESSMENT. It will assess the work, presentations, performance in debates, classroom presentations, exercises, practices and work in the workshops throughout the course.

% end-of-term-examination:	60
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% of continuous assessment (assignments, laboratory, practicals...):	40
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BASIC BIBLIOGRAPHY

- Melissa A. Schilling Strategic Management of Technological Innovation, McGraw-Hill Education, fifth edition, 2017

ADDITIONAL BIBLIOGRAPHY

- Daniel R. A. Schallmo , Leo Brecht (Author), Bujar Ramosaj Process Innovation: Enabling Change by Technology: Basic Principles and Methodology: A Management Manual and Textbook with Exercises and Review Questions, Springer Gabler, 2018