

Academic Year: (2021 / 2022)

Review date: 20/01/2022 19:02:01

Department assigned to the subject: Business Administration Department

Coordinating teacher: PALOMERAS VILCHES, NEUS

Type: Electives ECTS Credits : 6.0

Year : Semester :

OBJECTIVES

These are the main competences associated with the subject:

- GC2 - To be able to formulate, debate and defend critical reasoning, using precise terminology and specialised resources on business phenomena, using the concepts and methodologies.
- and specialised resources on business phenomena, using the concepts and methodologies of analysis of the different disciplines of Business Administration.
- GC3 - Be able to manage, identify, gather and interpret relevant information on issues related to the business field.
- business.
- TC1 - Knowing and being able to handle interpersonal skills on initiative and responsibility, negotiation, emotional intelligence, etc., as well as interpersonal emotional intelligence, etc. as well as calculation tools that allow the consolidation of the basic technical skills required in any professional field.
- SC1- Create and manage companies and organisations, attending to and responding to changes in the environment in which they operate.
- SC15- Becoming familiar with the main instruments for the analysis of the competitive situation of the company in the environment of digital transformation processes
- SC16- Develop entrepreneurial initiatives and creative capacities for the proposal and development of innovative business ideas, using the main tools for the creation of innovative business ideas.
- innovative business ideas, using the main tools to create, develop and implement an innovative business that faces the challenges of today's societies.

The learning outcomes are the following:

- LO2: Apply the knowledge acquired, the understanding of these and their abilities to solve complex and / or specialized problems in the professional field
- LO3: Have the ability to collect and interpret data and information on which to base their conclusions, including, when necessary and pertinent, reflection on social, scientific or ethical issues within the scope of their field of study;
- LO4: Be able to cope with complex situations or require the development of new solutions in the academic, work or professional field within their field of study;

DESCRIPTION OF CONTENTS: PROGRAMME

New business models

- Concept and basic elements of a business model
- Methodology for generating new business models: Business Model Canvas
- Best practices and innovation in business models

Design thinking and Lean startup

- Design Thinking and Lean Startup: similarities and differences.
- Design Thinking: design of services and products centered on the user
- Lean startup: principles and implementation.

LEARNING ACTIVITIES AND METHODOLOGY

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.

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

INDIVIDUAL OR GROUP STUDENT WORK.

TUTORIAL SESSIONS. Individualized assistance (individual tutorials) or group (collective tutorials) to students by the teacher.

ASSESSMENT SYSTEM

% end-of-term-examination/test:	50
% of continuous assessment (assignments, laboratory, practicals...):	50

Participation in class (10%)

Resolution of exercises and practical cases (40%)

Theoretical-practical final exam (50%)

The evaluation in extraordinary call will be 100% the result obtained in the exam.

BASIC BIBLIOGRAPHY

- Alexander Osterwalder, Y. Pigneur Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers, John Wiley & Sons, 2010

- Idris Mootee Design Thinking for Strategic Innovation : What They Can't Teach You at Business or Design School, Wiley, 2013