

Syllabus

Course: Innovation and creativity

Credits: 6 ECTS

Program: Business Administration and Management

Module: Core Education

Subject: Professional Development

Code: 802323

Abbreviation: MA10

Subject coordinator: Dolores Ruiz

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01 Faculty

01.1 Subject coordinator

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02 Presentation

02.1 Description

This subject analyzes the importance of innovation in the company, whether it refers to innovations in the product, and creativity of new lines of businesses. The characteristics that companies or their products must have to be qualified as innovative are analyzed in order to implement them in an innovative business model that responds to the demands of customers and the market.

02.2 Relevant Professional Applications

The set of learning received by the student is key to the performance of leadership and people management for companies to be more creative and innovative.

03 Competencies

03.1 Course Competencies

Basic Competencies

- CB02 -** Students know how to apply their knowledge to their work or vocation in a professional way. They possess the competencies that are usually demonstrated through the elaboration and defense of arguments and the resolution of problems within their area of study.
- CB04 -** Students can transmit information, ideas, problems and solutions to a specialized and non-specialized public.
- CB05 -** Students have developed those learning skills necessary to undertake further studies with a high degree of autonomy.

Specific Competencies

- CEDPR01 -** Know how to communicate correctly with an adequate, clear and well-constructed discourse, both in content and form, in each situation and context.
- CEDPR02 -** Develop written communication skills in Business Administration and Management.
- CEDPR03 -** Being able to achieve a goal through an organized collective task, with roles and responsibilities distributed among the different members.
- CEDPR04 -** Acquire autonomy and commitment to learn and be able to assess whether the information obtained is reliable or relevant. In addition, to identify if the approach is adequate to solve a problem in relation to the knowledge that is intended to be obtained.
- CEDPR05 -** Being able to take actions for oneself in new and unforeseen situations, in order to improve processes and results.
- CEDPR06 -** Set own goals and objectives to exceed established standards.
- CEDPR07 -** Define objectives, develop strategies and plan tasks and schedules to achieve the objectives.

- CEDPR08 -** Being able to actively listen, understand and recognize the thoughts, feelings and concerns of others.
- CEDPR09 -** Develop an adaptation to changes and different situations, people or groups, enriching themselves with diversity.
- CEDPR10 -** Being able to influence, direct and develop others through appropriate actions and behaviors, with involvement and management towards continuous improvement.

General Competencies

- CG02 -** Communicating orally and in writing with others about learning outcomes, thinking development and decision making; participating in debates on topics of the specialty itself.
- CG03 -** Being able to work as a member of an interdisciplinary team either as a member, or as performing tasks of management and development of people in order to contribute to developing projects with pragmatism and sense of responsibility, assuming commitments taking into account resources available.
- CG04 -** Managing the acquisition, structuring, analysis and visualization of data and information in the field of specialty and critically assess the results of this management.
- CG05 -** Detecting limitations and lack of knowledge and own competences and overcome them through critical reflection and the choice of the best performance to expand them.
- CG06 -** Identifying obstacles and opportunities problems. Know how to propose improvement and find new strategies or solutions, planning and organizing tasks to achieve the objectives within the established deadlines. Committing to quality work, through effort, perseverance and desire for personal and professional growth.
- CG07 -** Being able to perceive and understand the social situations of the people around them. Showing flexibility and adaptability to new challenges and professional demands in order to achieve efficiency in managing change and in the development of interpersonal skills.

Transversal competencies

- CT03 –** Managing talent and innovation.
- CT04 -** Integrating into any functional area of the company and / or organization and perform professionally any assigned management work.

04 Program

INTERPERSONAL COMMUNICATION

1. Elements of communication
2. Fundamentals of interpersonal communication
3. Perception and communication
4. Cultural differences in communication
5. Active listening
6. Conflict management

ORAL COMMUNICATION

1. Nonverbal communication
2. Body contact and personal space
3. Public speaking (the first impression, personal appearance, audience management, PowerPoint and audio-visual support, anxiety- and fear-reduction techniques for public speaking)
4. Assertive communication (techniques to be more assertive, verbal and non-verbal components, give and receive feedback)

WRITTEN COMMUNICATION

1. Written expression
2. Writing process

3. Professional texts (business language, emails, reports, meeting minutes, blogs, websites)
4. CV and cover letter
5. Application of Corporate Social Responsibility in the business management to ensure a better sustainable community and continuity in the awareness of its importance.

o5 Teaching methodology

Considering the student's profile, the teaching model is articulated around different types of methodologies from EAE's Life-ED Methodology:

ME1. Participatory Exhibition Class

ME2. Co-operative work

ME3. Autonomous work

ME4. Problem-based learning

ME7. Assessment

o6 Educational Activities

Considering the competencies of the subject and based on the proposed teaching methodologies, the following training activities are scheduled:

Evaluation Activities	Hours	Classroom Teaching Tiem
AF1. Contents presentation with student participation	24	100%
AF2. Problem solving, exercises and case studies with student participation.	24	100%
AF4. Study and preparation of teaching units	46	0%
AF5. Performance of exercises and case studies	25	0%
AF6. Problem solving	25	0%
AF13. Written/oral evaluations	6	100%

07 Assessment

Evaluation Items $0.6 \cdot EV1 + 0.2 \cdot EV2 + 0.2 \cdot EV3$	Specific assessed competencies	Weight
EV1. Final written exam of all subject matter	CB02, CB04, CB05, CEDPR01, CEDPR02, CEDPR03, CEDPR04, CEDPR05, CEDPR06, CEDPR07, CEDPR08, CEDPR09, CEDPR10	40%
EV2. Control or midterm written test	CG02, CG03, CG04, CG05, CG06, CG07	20%
EV3. Exercises, problems, reports development, assignments - Exercises and problems	CT03, CT04, CG02, CG03, CG04, CG05, CG06, CG07	40%

"The maximum grade that students will be able to obtain in the revaluation tests [...] shall be 5,0. In addition, "the grade of the revaluation tests shall in any case constitute the final grade of the subject". Thus, **only students who, having completed the midterm exam, the final exam and having carried out 100% of the continuous evaluation activities of the subject**, and have suspended (final grade of the subject below 5) will be entitled to the revaluation examination.

One time assessment: The one time assessment consists of an exam that is equivalent to 100% of the grade of the subject. The exam, and therefore the course, is passed with a grade of 5 out of 10 in this final exam. In order to take one time assessment it is necessary to send a written request to the professor during the first 15 working days of the course.

08 Learning Resources

Topics	Resources	Type
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Topic	Transparencies, notes and exercises	Class and Blackboard
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09 Code of Academic Conduct

Plagiarism is a fraudulent activity whose commission can lead to serious sanctions, both academic and legal. Academic honesty is one of the pillars on which the educational commitment of the School is based, and the members of the teaching unit are specially sensitized and prepared to detect this type of actions. Given the difficulty that often involves the conceptualization of plagiarism, it has been considered convenient to clearly delineate its content and scope in these regulations and policies.

Plagiarism is understood as the appropriation of other people's works or works by making them happen as their own; that is, without proving its origin explicitly. Plagiarism may consist of the unauthorized total or partial copy of a third-party work, or the presentation of the copy as its own original work, supplanting the true author. Some examples of plagiarism are:

- Deliver a third-party job as if it were their own, regardless of whether the copy is total or partial.
- Paraphrase a text to translate it with other words but make small changes in the language to hide and without citing sources.
- Buy or get a job and present it as your own.
- To base on an idea or phrase from another to write a new work without citing the author of the work.

As provided for in art. 10 of the Student Code of Academic Conduct (EAE Barcelona or EAE Madrid), notwithstanding the academic sanctions resulting from its application, the Academic Committee shall promote the corresponding legal actions in the event that plagiarism could contravene the applicable regulations regarding intellectual property.

10 Bibliography

10.1 Basic bibliography

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10.2 Complementary bibliography

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