

Bachelor Degree in Business Administration and Management and Business Transformation

Course: Innovation for business change

Subject: Business

Credits: 6 ECTS

Program: Bachelor

Modality: On-Site

Year: Second

Semester: Second

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2. Presentation

Innovation occurs spontaneously in certain people, or in crisis situations, but it is very difficult to systematize. Therefore, the great challenge of organizations in recent decades has been to find models that allow systematizing innovation for organizational change. It will address topics such as: The need for business change; Characteristics of innovation; Moment of entry of ideas and projects in the market; Business innovation strategy; Strategy of orientation of the innovative product to the client; Continuous improvement through Open innovation: crowdsourcing, co-creation; From chaos to organization, and innovation management

Invoking entrepreneurs: see, lead and accelerate for the transformation and expansion of the business; Application through examples and exercises of Corporate Social Responsibility to ensure a better sustainable community and continuity in awareness of its importance.

3. Learning outcome of the degree

- RAT1 - The graduate will be able to recognize the tasks of the different functional areas within a company or organization, considering previous theoretical learning about business structures.
- RAT4 - The student will describe the techniques of management in the development of business organizations by means of different written tests.
- RAT5 - The graduate will describe the characteristics of the institutions and procedures of the Spanish and European legal system and their impact on the business environment, by means of a written or oral test. RAT6 - El graduado interpretará las diferentes técnicas de análisis de datos, para la valoración de la viabilidad de un proyecto empresarial.
- RAT7 - The student, after completing the Degree, will be able to identify the HR principles and practices of organizations through real-world case study learning
- RAT8 - The graduate will be able to provide a detailed description of the principles of occupational risk assessment as well as the action plans required to implement them in a company.
- RAT9 - The student will be able to provide clear and precise explanations of any knowledge/information, both orally and in writing, in Catalan, Spanish and a third language, particularly English.
- RAT10 - The student will be able to apply digital technologies (at the right time) in his/her field of expertise.
- RAT11 - After completing the Degree, the student will be able to apply the teamwork techniques in an autonomous way.
- RAT12 - The graduate will be able to develop both traditional and digital marketing and promotional projects in a business environment.

- RAT13 - The graduate will be able to analyze the economic operations of companies, which have been carried out in the financial markets.
- RAT16 - The graduate will be able to understand the economic-financial information of business entities and institutions in relation to their environment.
- RAT17 - After completing the degree, the graduate will be able to apply techniques to analyze and solve problems in changing business environments through the implementation of challenges and problem-solving methods.
- RAT18 - The student will be able to provide innovative, creative and entrepreneurial solutions in professional situations.
- RAT19 - The student will be able to evaluate the sustainability and social impact of the proposals presented, with ethical, environmental and professional responsibility.
- RAT20 - The student will be able to apply the gender perspective in the professional tasks.
- RAT21 - The graduate will be able to verify the economic-financial information of business organizations and institutions with regard to their environment, by analyzing the companies' profit and loss accounts.
- RAT23 - The graduate will be able to actively propose a plan for the implementation and support of information and communication systems for the digital transformation of the organization, according to a project based on a real business case.
- RAT24 - After completing the degree, the student will be able to design projects for IT services and systems in all business fields.
- RAT25 - The graduate will be able to prioritize the operational tasks of the different functional areas of a company or organization.

4. Learning outcomes of the subjects

- RAM2 - The student will be able to use in a solvent way the tools provided by the project management in the business reality.
- RAM3 - The student will be able to accurately devise actions to improve the results of a business from the analysis of deviations from the objectives set.
- RAM7 - The student will be able to properly relate the fundamental concepts of current business to obtain a broad vision of the economic reality that affects the company.

5. Contents

Innovation occurs spontaneously in certain people, or in crisis situations, but it is very difficult to systematize. Therefore, the great challenge of organizations in recent decades

has been to find models that allow systematizing innovation for organizational change. It will address issues such as:

- The need for business change
- Characteristics of innovation
- Time to market ideas and projects
- Business strategy for innovation
- Innovative Product Customer Orientation Strategy
- Continuous improvement through Open innovation: crowdsourcing, co-creation
- From chaos to organization, and innovation management
- Summoning entrepreneurs: see, lead and accelerate for business transformation and expansión
- Application through examples and exercises of Corporate Social Responsibility to ensure a better sustainable community and continuity in awareness of its importance.

6. Methodology

Learning outcomes developed	Teaching methodology	Training activities
Knowledge	Master class	Teacher's presentations
	Instructional sessions	Student's presentations
	Tutoring	Meetings for the resolution of doubts
	Learning based on readings	Reading and analysis of documents
Skill	Learning based on projects	Problem solving
	Learning based on audio-visual	Audiovisual analysis
	Case-based learning	Search and processing of information. Problem solving
Competence	Project-based work	Reporting Submissions of reports or papers

7. Evaluation

Evaluation system	Weight
Continuous evaluation: exercises, problems, reporting, papers, case studies	40 %
Mid-term exam	20 %
Final exam	40 %

When computing the final grade, the on-going activities (participation, in-class quizzes, seminar cases and group projects, midterm exam) will be weighted only if the final exam grade is equal to or greater than 4.0. Therefore, to obtain a passing course grade, the final exam grade must be equal to or greater than 4.0. If the final exam grade is less than 4.0, the final exam grade becomes the final course grade, irrespective of the other grades. Students must take the final exam if they want to receive a quantitative course evaluation. Students who do not sit the final exam will receive a "No Show" overall course grade.

"The maximum grade that students may obtain on the reevaluation tests [...] shall be 5,0. In addition, "the grade of the reevaluation tests will, in any case, constitute the final grade of the subject". Thus, only those students who having completed the partial exam, the final exam and have completed 100% of the activities of continuous assessment of the subject, are suspended (final grade of the subject less than 5) will be entitled to the exam."

Single Evaluation: The single assessment consists of a single examination equivalent to 100% of the grade of the subject. The exam, and therefore the subject, is passed with a grade of 5 out of 10 in this final test.

To benefit from the single assessment, it is necessary to send the teacher a written request during the first 15 working days of the course.

8. Bibliography

- Rodríguez, J. C. C., Pumarejo, J. R. B., & Hernández, V. V. (2023). Innovación y Desempeño Empresarial: Estudio Bibliométrico. *Revista Venezolana de Gerencia: RVG*, 28(102), 888-908.

- Rzepka, A. (Ed.). (2023). *Innovation in the Digital Economy: New Approaches to Management for Industry 5.0*. Taylor & Francis.