

# Bachelor Degree in Business Administration and Management and Business Transformation

**Course:** Product service innovation and creation

**Subject:** Business

**Credits:** 6 ECTS

**Program:** Bachelor

**Modality:** On-Site

**Year:** Fourth

**Semester:** First

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## 2. Presentation

Transforming a business requires a lot of innovation. This subject provides methodologies for the design of products and services, applying tools and creative thinking techniques in which observation, immersion and experimentation are key to innovation. In addition, it aims to improve the experience of the consumer, suppliers and stakeholders of the company by introducing innovation, technological innovation, business processes and models, digitization and major digital technologies, Moonshot Thinking, sessions of Creativity and generation of ideas, Design Thinking in order to put all the pieces together to design a product/ service and reach towards the transformation of the business.

## 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, taking into account 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 - The graduate will be able to understand the different data analysis techniques used to assess the feasibility of a business project.
- 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.
- RAM5 - The student will be able to organize a team, a business project in which all departments of a company participate.
- 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

This subject analyzes the importance of innovation in the company, whether it is related to innovations in the product, in the process or in business models. It analyzes the characteristics that companies or their products have to have in order to be qualified as innovative in order to implement them in an innovative business model that responds to the demands of customers and the market. It will address issues such as:

- The neoclassical, evolutionary theory
- Closed, open innovation model, Science push, demand pull

- Crowdsourcing and collaboration with experts to create new products
- Expert technology services so that the ideas and technologies of certain companies transform and expand the business properly
- Innovative activities and innovative enterprises and their process
- Product innovation: design thinking
- Process innovation: Lean manufacturing
- Impact of innovation on company results in search of transformation or expansion
- 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 %
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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 revaluation tests [...] shall be 5.0. In addition, "the grade of the revaluation 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

- Beausoleil, A. M. (2022). Business Design Thinking and Doing. Springer International Publishing.
- Cross, N. (2023). Design thinking: Understanding how designers think and work. Bloomsbury Publishing.
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- Magistretti, S., Dell'Era, C., Verganti, R., & Bianchi, M. (2022). The contribution of design thinking to the R of R&D in technological innovation. R&D Management, 52(1), 108-125.
- Balakrishnan, B. (2022). Exploring the impact of design thinking tool among design undergraduates: a study on creative skills and motivation to think creatively. International Journal of Technology and Design Education, 32(3), 1799-1812.
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- Stark, J. (2022). Product lifecycle management (PLM). In Product Lifecycle Management (Volume 1) 21st Century Paradigm for Product Realisation (pp. 1-32). Cham: Springer International Publishing.
- Lopetcharat, K., Paredes, D., & Beckley, J. H. (Eds.). (2022). Product innovation toolbox: a field guide to consumer understanding and research. John Wiley & Sons.