DEGREE IN BUSINESS ADMINISTRATION AND INNOVATION MANAGEMENT

1032 - CREATIVITY AND INNOVATION

General information

- Type of subject: Obligatory
- Coordinator: Noemí Ruiz Munzón
- Course: Second
- Trimester: Second
- Credits: 6
- Teachers:
  - Matilde Inés Martínez Casanovas <mmartinezca@tecnocampus.cat>
  - Ester Bernadó Mansilla <ebernado@tecnocampus.cat>

Languages

- Catalan
- Spanish
- English

Check the schedule of each group in order to know the teaching language, even though the teaching aid language could be Spanish, Catalan or English.

Competences

Basic

- B2_ Students should be able to apply their knowledge in a professional fashion to their work or vocation using arguments valid in their respective study field
- B3_ Students should be able to collect and interpret data relevant in order to give educated opinions and arguments on the relevant topics from their field, be them social, ethical or scientific
- B4_ Students should be able to transmit information, ideas or arguments to both specialized professional public as well as general public
- B5_ Students should have developed learning skills, necessary to undertake further studies with a high degree of autonomy.

Specific

- E5_Analyze business contexts, identify markets and customers and establish marketing strategies through the use of advanced and innovative techniques.
- E7_Develop projects and proposals for innovative companies, establishing principles of social responsibility in management and integrating the gender perspective as indicators of quality and innovation.
- E10_Reco...
E14_Identify the emerging sectors and business innovation strategies applied in these sectors and compare them.

E15_Gather and interpret significant data to make judgments that include a reflection on relevant business issues and be able to produce a document that allows to transmit information or an innovative business proposal.

E16_Properly communicate orally and in writing in at least one third foreign language.

General

G1_Students should be able to work in a team, participating actively in the work tasks, negotiating standpoints in order to acquire the ability to work and learn with other team members and thus create and new knowledge

G2_Students should be able to innovate by developing an open attitude towards change, and be willing to reassess old mental models that pose limitation to their thought

Transversal

T1_Properly communicate orally and in writing in at least three languages, the two official languages of Catalonia and a third foreign language

T3_Show entrepreneurial leadership and management skills, enhancing self-esteem and reducing risk aversion

T4_Master the tools and software necessary for standard academic activities

Description

The main objective of the subject is to acquire the knowledge, skills and basic competences to develop innovative projects through collaborative work and creative tools.

The basic concepts related to the management of innovation, its terminology and the typologies of innovations will be analyzed. Next, the student will travel through the creative process of identifying opportunities in the market, generating new ideas, prototyping and testing with potential users and customers.

Results

- Sensitize students about the importance of innovation in the Company
- Knowledge of some guides to create a climate of innovation in the Company
- Knowledge of tools to discover new insights of clients
- Knowledge of tools to discover new market opportunities
- Knowledge of techniques to explore different ideas for solving problems
- Knowledge of tools to turn ideas into viable projects

Working methodology

Theory lectures:

- MD1. Master lectures: Lectures based on the teacher’s presentation with the attendance of all students.
- MD3. Presentations: Multimedia formats that serve as support for face-to-face classes
- MD4. Video capsules: Recurs in video format, which includes continguts or demonstrations dels eixos themes of the assignatures. Aquestes càpsules are integrated into the structure of the subject and serve the students to revise tantes vegades com calgui les idees or propostes that the professor needs to stand out from the seves classes

Guided learning:

- MD5. Seminars: On-site sessions where students work in small groups (14-40). These sessions are related to the main lectures, and they allow to offer a practical perspective of the subject. The student’s participation is the key in these sessions.
- MD6. Discussions and forums: face-to-face or online conversations, according to the objectives that the professor responsible for the subject pursues. The debates have a start and end date and are encouraged by the teacher, who will also write the conclusions.
- MD7. Case study: A dynamic that is based on the study of a case, which serves to contextualize the student in a specific situation. The teacher can propose different activities, both individually and in groups, among their students.
- MD8. RPG Games: Dynamics of simulation in which each student represents a role specified by the teacher. As a “role”, you will have access to specific information and “play” according to the characteristics of your role, according to the rules of the game, to solve or experience the dynamic reference situation.

Independent learning:

- MD9. Exercise and problem solving: The student works on her/his own to solve practical exercises from the data provided by the lecturer.
- MD10. Research and critical reading of articles: Various research projects that are linked to practical cases and current articles will be recommended.
- MD11. Distance tutorial sessions: For which the student has at her/his disposal the telematic tools of the ESCSET, such as the email services and the intranet resources.
1 Introduction to Innovation
   1.1 Concept of innovation
   1.2 Key aspects in innovation
   1.3 The innovation process
   1.4 Innovation as culture: climate and leadership
   1.5 Types of innovation
   1.6 Difference between continuous improvement and innovation
   1.7 Creativity, invention and innovation

2 The philosophy of Innovation from the market
   2.1 Market orientation as a factor of success in the innovation process
   2.2 The importance for the company to understand the client
   2.3 The consequences of the lack of market orientation
   2.4 The concept of ‘insight’ of the client
   2.5 The usual methods to discover new customer insights
   2.6 Ethnographic tools to understand what customers want
   2.7 Observation as a new approach to discover ‘insights’ and detect new customer needs
   2.8 Concrete observational methodologies
   2.9 The value proposal from the client

3 Introduction to Creativity
   3.1 Individual creativity
   3.2 Myths about creativity
   3.3 Divergent and convergent thinking
   3.4 The components of individual creativity
   3.5 Creativity and creative groups
   3.6 Creativity and innovation in organizations

4 Techniques to encourage creativity
   4.1 The functioning of creative thinking
   4.2 Brain blocks of creativity
   4.3 The perception
   4.4 Sample of most significant techniques

5 Evaluation and selection of ideas
   5.1 Definition of criteria for evaluating ideas
   5.2 Idea filter
   5.3 Weighting of ideas

6 Prototyping
   6.1 Introduction to tests with prototypes
   6.2 Phases of the process to plan and execute a prototyping evaluation
   6.3 Determine the objectives of the prototyping evaluation

7 Keys to present an innovative proposal
   7.1 Basic elements of the presentation
   7.2 How to present effectively
   7.3 Errors to avoid in the presentation

Activities

The work methodology will combine experiential theories and methodologies in relation to creativity and innovation, its application in different personal, social, and especially organizational spheres. This experiential methodology will be combined with dynamics and practical exercises to learn the details of the implementation of this type of approaches to innovation and creativity. Students will progress through different proposed activities:

- Experiential dynamics
- Practical classes with case methodology
- Practical classes with role play, business case methodologies ...
- Resolution of individual or group cases, group presentations in classes, creation of participatory debates and question turns
- Work in groups of analysis and synthesis of topics related to the subject

Evaluation system
| SE1. Participation in the activities proposed within the classroom | 20% |
| SE2. Individual and / or group work | 20% |
| SE3. Exhibitions | 20% |
| SE4. Final Exam | 40% |

Evaluation during the term of delivery of the subject:

- **20%**: Activities of participation in the activities within the classroom of continuous evaluation programmed during the course (including compulsory attendance in class and active and constant participation). Possible activities of continuous evaluation:
  - Presentations, resolution of cases, preparation of lectures, debates and classes, search for information, attendance at conferences, museums, active and constant face-to-face or virtual participation, discussion forum and final project. At the beginning of the course the teachers will facilitate the concrete distribution of the assignments between the different activities. The students have to approve and overcome satisfactorily and independently each activity to be able to pass the whole subject.
  - The continuous evaluation must be passed with a minimum grade of 5. The students must pass the continuous assessment in order to pass the whole subject.

- **20%**: Individual and / or group work; Punctual deliveries Contents com-pletos and adjusted to the requested. Quality in the presentation. The works with a minimum grade of 5 must be passed. The students must necessarily pass the final project to be able to pass the whole subject.

- **20%**: Exhibitions: Equitable distribution of the topics to be presented among the team members. The exhibitions with a minimum grade of 5 must be passed. Students must pass the exams in order to pass the whole subject.

- **40%**: Final exam. The exam must be passed with a minimum grade of 5. Students must pass the final exam in order to pass the complete subject.

Evaluation during the recovery period:

- Only the final exam will be retrieved.
- The continuous assessment and final project activities will NOT be recovered but will continue to be mediated with the final exam.

Resources

Basics

Bibliographies


Bibliographies


Web links
