



## Information about the subject

**Degree:** Bachelor of Science Degree in Business Administration and Management

**Faculty:** Faculty of Legal, Economic and Social Sciences

**Code:** 302016 **Name:** Creativity and Management of Innovation

**Credits:** 6,00 **ECTS Year:** 3 **Semester:** 2

**Module:** Business Management and Organization

**Subject Matter:** Gestión de Empresas **Type:** Elective

**Department:** Economics, Business Management, and Marketing

**Type of learning:** Classroom-based learning / Online

**Languages in which it is taught:** English, Spanish

### Lecturer/-s:

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## Module organization

### Business Management and Organization

Subject Matter	ECTS	Subject	ECTS	Year/semester
Estrategia y Dirección General	24,00	Entrepreneurship and Business Initiative	6,00	4/1
		Human resources management	6,00	3/1
		Strategic Management and Company Policy	6,00	4/1
		Strategies for Business Growth	6,00	3, 4/2
Gestión de Empresas	18,00	Creativity and Management of Innovation	6,00	3/2
		Quality and Environment Management	6,00	3/1
		Social Responsibility of Company	6,00	4/2
Empresa	12,00	Business Organisation and Management	6,00	2/2
		Fundamentals of Business Management	6,00	1/1



## Learning outcomes

At the end of the course, the student must be able to prove that he/she has acquired the following learning outcomes:

- R1 Localizar y organizar la información necesaria para tomar una decisión relacionada con la gestión de la creatividad y de la innovación en una organización.
- R2 Analizar la situación de una organización desde una perspectiva interna y externa utilizando las herramientas apropiadas.
- R3 Proponer alternativas creativas para la gestión de la innovación en una empresa, y para el desarrollo de una organización y cultura apropiadas.
- R4 Elección de la alternativa en el área de gestión de innovación que aporta mayor valor estratégico a la organización y del enfoque para la implantación de planes para la mejora de la creatividad e innovación organizativa.

## Competencies

Depending on the learning outcomes, the competencies to which the subject contributes are (please score from 1 to 4, being 4 the highest score):

	Weighting			
	1	2	3	4



## Assessment system for the acquisition of competencies and grading system

Assessed learning outcomes	Granted percentage	Assessment method
R1, R2, R3, R4	20,00%	Objective Tests
R1, R2, R3, R4	15,00%	Completion of Theoretical-Practical Activities
R1, R2, R3, R4	15,00%	Class Attendance and Participation
R1, R2, R3, R4	50,00%	Final Exam
	25,00%	Participation in Synchronous Communication Activities
	10,00%	Deliverable Activities
	10,00%	Periodic Evaluations Through Online Questionnaires
	5,00%	Participation in Discussion Forums
	50,00%	Final evaluation with essay questions and practical scenarios (In-person activity)

### Observations

The final test must be passed (5/10) to be considered on the average of the final grade. To assess during the course objective tests and deliverable activities will be used.

**CONTINUOUS EVALUATION:** Continuous evaluation will be carried out through objective tests and theoretical-practical activities that must be submitted and presented orally within the indicated deadlines and obtain a grade higher than 5 out of 10. All activities must be defended orally in the sessions established in the calendar that will be delivered at the beginning of the course. In case of failure to submit and present on time and/or unsatisfactory evaluation of more than two deliverable activities or continuous evaluation tests, an extraordinary test must be carried out on the last school day of the semester presenting the theoretical-practical activities and/or carrying out certain evaluation tests.

According to article 9 of the General Regulations for Evaluation and Grading of Official Studies of the UCV, the continuous evaluation system is the preferred evaluation system at the UCV. To be eligible for continuous evaluation, attendance at 80% of the teaching sessions is required.



**EVALUACIÓN ÚNICA:** Art. 10 of the General Regulations for Evaluation and Grading of Official Courses and Own Degrees of the UCV allows, however, for those students who, in a justified and accredited manner, state their inability to attend class, their extraordinary evaluation in the so-called "evaluación única". This evaluation must be requested within the first month of each semester to the Dean's Office of the Faculty through the Vice-Deans, who are responsible for the express decision on the admission of said request from the student concerned.

It should be remembered that the student who does not attend at least 80% of the sessions without having been granted the evaluación única will not be able to sit either the first or second final exams.

Students who request the evaluación única and are accepted will be incorporated into the virtual teaching group, adjusting the evaluation to what is defined for this modality both in terms of the evaluation instruments and the delivery times. Regardless of whether the student is incorporated into the virtual teaching group, he or she will be able to attend classes whenever possible.

#### CRITERIA FOR AWARDING A DISTINCT WITH HONOR:

According to article 14.4 of the General Regulations for the Evaluation and Grading of Official Courses and Own Degrees of the UCV, the mention of "Matrícula de Honor" may be awarded to students who have obtained a **grade equal to or greater than 9.0**. Their number may not exceed **five percent of the students enrolled** in a group in the corresponding academic year, unless the number of students enrolled is less than 20, in which case only one "Matrícula de Honor" may be awarded.

## CLASS ATTENDANCE IN FACE-TO-FACE DEGREES

In accordance with the development guidelines of the General Regulations for the Evaluation and Qualification of Official Teachings and Own Degrees of the UCV, in face-to-face degrees, class attendance with a minimum of 80% of the sessions of each subject will be required as a requirement to be evaluated. This means that, if a student does not attend the sessions of each subject, in a percentage greater than 20%, he/she will not be able to be evaluated, neither in the first nor in the second call, unless the person responsible for the subject, with the approval of the person responsible for degree, in view of duly justified exceptional circumstances, exempt from the minimum attendance percentage. The same criterion will be applicable for hybrid or virtual degrees in which teachers must maintain the same percentage in the requirement of "presence" in the different training activities, if any, even if these are carried out in virtual environments.

#### MENTION OF DISTINCTION:

The mention of "Honors" may be awarded to students who have obtained a grade equal to or greater than 9.0. Their number may not exceed five percent of the students enrolled in a group in the corresponding academic year, unless the number of students enrolled is lower.



## Learning activities

The following methodologies will be used so that the students can achieve the learning outcomes of the subject:

- M1 Lecture of contents by the teacher, analysis of competencies, explanation, and demonstration of abilities, skills, and knowledge in the classroom.
- M3 Supervised group work sessions led by the teacher. Study of economic-business cases, both real and fictitious. Meaningful construction of knowledge through student interaction and activity. Critical analysis of values and social commitment.
- M4 Supervised monographic sessions with shared participation.
- M5 Application of interdisciplinary knowledge.
- M6 Personalized and small-group attention. Instruction and/or guidance period conducted by a tutor with the aim of reviewing and discussing materials and topics presented in classes, seminars, readings, completion of assignments, etc.
- M7 Set of oral and/or written tests used in the initial, formative, or summative assessment of the student.
- M8 Group preparation of readings, essays, problem-solving, seminars, assignments, reports, etc., to present or submit in theoretical classes, practical classes, and/or small-group tutorials.
- M9 Student study: individual preparation of readings, essays, problem-solving, seminars, assignments, reports, etc., to present or submit in theoretical classes, practical classes, and/or small-group tutorials.
- M10 Presentation of content by the teacher, analysis of competencies, explanation, and demonstration of skills, abilities, and knowledge in the virtual classroom.
- M11 Group work sessions via moderated chat led by the teacher. Study of economic-business cases, both real and fictitious, to construct knowledge through student interaction and activity. Critical analysis of values and social commitment.
- M12 Monographic sessions throughout the course, focused on current aspects and applications of the subject.



- M13 Set of tests, written or oral, used in the initial, formative, or summative assessment of the student.
- M14 Student study: individual preparation of readings, essays, problem-solving, seminars, assignments, reports, etc., for discussion or submission in electronic format.
- M15 Individual attention for monitoring and guidance of the learning process, conducted by a tutor with the objective of reviewing and discussing materials, topics, seminars, readings, completion of assignments, etc.
- M16 Group preparation of readings, essays, problem-solving, seminars, assignments, reports, etc., for dissemination or submission.
- M17 Participation and contributions to discussion forums related to the subject, moderated by the course instructor.
- M18 Problem-solving, comments, reports, to be submitted at deadlines throughout the course.



## IN-CLASS LEARNING

### IN-CLASS LEARNING ACTIVITIES

	LEARNING OUTCOMES	HOURS	ECTS
On-campus Class M1	R1, R2, R3, R4	22,00	0,88
Practical Class M3	R1, R2, R3, R4	15,00	0,60
Seminar M4	R1, R2, R3, R4	6,00	0,24
Group Project Presentation M5	R1, R2, R3, R4	5,00	0,20
Tutoring M3, M6	R1, R2, R3, R4	6,00	0,24
Evaluation M7	R1, R2, R3, R4	6,00	0,24
<b>TOTAL</b>		<b>60,00</b>	<b>2,40</b>

### LEARNING ACTIVITIES OF AUTONOMOUS WORK

	LEARNING OUTCOMES	HOURS	ECTS
Group Work M8	R1, R2, R3, R4	30,00	1,20
Individual Work M9	R1, R2, R3, R4	60,00	2,40
<b>TOTAL</b>		<b>90,00</b>	<b>3,60</b>





## ON-LINE LEARNING

### SYNCHRONOUS LEARNING ACTIVITIES

	LEARNING OUTCOMES	HOURS	ECTS
Synchronous Virtual Session M10	R1, R2, R3, R4	5,00	0,20
Synchronous Virtual Practical Session M11	R1, R2, R3, R4	6,00	0,24
Synchronous Virtual Seminar and Videoconference M16	R1, R2, R3, R4	4,00	0,16
In-person Assessment M13	R1, R2, R3, R4	5,00	0,20
<b>TOTAL</b>		<b>20,00</b>	<b>0,80</b>

### ASYNCHRONOUS LEARNING ACTIVITIES

	LEARNING OUTCOMES	HOURS	ECTS
Discussion Forums M17	R1, R2, R3, R4	10,00	0,40
Continuous Assessment Activities M16	R1, R2, R3, R4	50,00	2,00
Group Work M11	R1, R2, R3, R4	10,00	0,40
Individual Work M14	R1, R2, R3, R4	60,00	2,40
<b>TOTAL</b>		<b>130,00</b>	<b>5,20</b>



## Description of the contents

Description of the necessary contents to acquire the learning outcomes.

### Theoretical contents:

Content block	Contents
Innovation basic concepts	Innovacion basic concepts
Innovation Strategy	Innovation Strategy
Innovation in the business model	Innovation in the business model
Leading innovation	Leading innovation
The innovative organization	The innovative organization

### Temporary organization of learning:

Block of content	Number of sessions	Hours
Innovation basic concepts	6,00	12,00
Innovation Strategy	6,00	12,00
Innovation in the business model	6,00	12,00
Leading innovation	6,00	12,00
The innovative organization	6,00	12,00



## References

Managing Innovation: Integrating Technological, Market and Organizational Change. Tidd, J. and Bessant, J. (2020) Wiley. ISBN: 978-1-119-71330-2