

Estudio Propio: **FORMACIÓN SUPERIOR EN DECISION MAKING & INNOVATION 2.0**

Código Plan de Estudios: **EN05**

Año Académico: **2021-2022**

ESTRUCTURA GENERAL DEL PLAN DE ESTUDIOS:

CURSO	Obligatorios		Optativos		Prácticas Externas	TFM/Memoria/ Proyecto	Créditos
	Créditos	Nº Asignaturas	Créditos	Nº Asignaturas	Créditos	Créditos	
1º	42	7	6	1	30		78
2º							
3º							
ECTS TOTALES	42	7	6	1	30		78

PROGRAMA TEMÁTICO:

ASIGNATURAS OBLIGATORIAS

Código Asignatura	Curso	Denominación	Carácter OB/OP	Créditos
704891	1	DECISION MAKING	OB	6
704892	1	PROJECT MANAGEMENT	OB	6
704893	1	DIGITAL CAPACITIES	OB	6
704894	1	LEADING PEOPLE AND TEAMS	OB	6
704895	1	INVESTMENTS & FINANCE	OB	6
704896	1	EFFECTIVE COMMUNICATION IN A GLOBALISED WORKPLACE	OB	6
704897	1	INNOVATION & CHANGE	OB	6

ASIGNATURAS OPTATIVAS (Se deberá elegir 1 asignatura)

Código Asignatura	Curso	Denominación	Carácter OB/OP	Créditos
704898	1	STRATEGY, LAW & ETHICS	OP	6
704899	1	PRODUCT MANAGEMENT & PRODUCTIVITY	OP	6
704900	1	EFFECTIVE BUSINESS WRITING	OP	6

PRÁCTICAS EXTERNAS

Código Asignatura	Curso	Denominación	Carácter OB/OP	Créditos
704901	1	INTERNSHIP PLACEMENT IN COMPANY	OB	30

Carácter: OB - Obligatoria; OP – Optativa

GUÍA DOCENTE

Año académico	2021-2022	
Estudio	Formación Superior en Decision Making & Innovation 2.0 (EN05)	
Nombre de la asignatura	DIGITAL CAPACITIES	
Carácter (Obligatoria/Optativa)	OB	
Créditos (1 ECTS=25 horas)	6	
Modalidad (elegir una opción)		Presencial
	X	Semipresencial
		On-line
		A distancia
Profesor/a responsable	Purificación Moscoso Castro	
Idioma en el que se imparte	Inglés	

PROFESORES IMPLICADOS EN LA DOCENCIA

Purificación Moscoso Castro, Adolfo Meléndez

DISTRIBUCIÓN DE CRÉDITOS (especificar en horas)

Número de horas presenciales/on-line asistencia profesor/a	42
Número de horas de trabajo personal del estudiante	108
Total horas	150

CONTENIDOS (Temario)

Digital capacities are already an essential requirement for young people to succeed in an increasingly digitized society where individual and societal-level needs and interests constantly change, as do technologies and infrastructures. Not only are these skills demanded for an increasing huge number of jobs, they also are a requirement and a right of citizens, if they are to be functional in today's society.

The objective is to facilitate the familiarization of the students with the training and our methodology while developing a range of digital skills that ensure them to have the skills required by the labour market and an increasingly digitized society. We want our students to have a general overview of all tools and resources that are available to them in the digitalized world in order to make the most of them and stand out in a digitized society.

The main goal of this unit is to learn how to analyze a scientific Paper from the point of view of its narrative structure. Also, within this unit you'll have the chance to contribute to your host internship company and learn more about its business.

By the end of this course, the students should be able to:

- To understand the digital skills and capabilities that are required for a range of roles
- To integrate digital video to promote and share a story.
- To develop stories by following the multiple stages of the writing and creative process, with an

emphasis on substantial revision.

To experiment with storytelling strategies for academic purposes.

EVALUACIÓN

Learning is supported by readings, webinars and videos as well as written assignments. Evaluation consists of completing activities during the module and participate actively in webinars

The teaching-learning methodology promotes a system of continuous evaluation, for which it is necessary to complete each one of the proposed activities.

Evaluation criteria

- Mastery of theoretical and practical knowledge.
- Application of the concepts and main ideas to the proposed activities.
- Well-structured and well-founded answers.
- Clear and coherent written.
- High involvement during the development of the activities.

Qualification criteria

- Activities submission in which the mastery and application of conceptual knowledge studied in the course is demonstrated (60%)
- Active participation, with coherence and rigor, in complementary activities (20%)
- Active participation in the internship related to the course (20%)

To pass the course, students must achieve a grade equal to or greater than 5 (on a scale of 10 points). Students who do not pass the continuous evaluation will have the option of an extraordinary evaluation that will consist of a test and / or specific activities. The type of test and the date will be announced on the online platform. It is recommended that students contact their instructor before the scheduled date.

BIBLIOGRAFÍA

Storytelling

(n.d.). Anna Clemens. <https://www.annaclemens.com/>

Hyland, K. (2018). Narrative, identity and academic storytelling. ILCEA, (31).
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Anderson, C. (2006): The Long Tail: Why the Future of Business Is Selling Less of More. Hyperion.

Bartle, R. A. (2003): Designing Virtual Worlds. NRG-Programming.

Guber, P. (2011): Tell to win: Connect, Persuade and Triumph with the Hidden Power of Story. Profile Books.

Jenkins, H. (2003) Transmedia Storytelling. MIT Technology Review, January 15.

Pratten, R. (2015): Engaging Your Audience. Culture Hacker. Workbookproject.com.
<http://workbookproject.com/culturehacker/2010/08/30/engaging-your-audience/> (27/8/2015)

Pratten, R. (2011): Getting Started with Transmedia Storytelling: a practical guide for beginners. Robert Pratten, 2011.

Nezami Nav, S. (2019). WeShareScience 101: A website for creating video abstracts. The EuroCALL Review, 27(1), 24. <https://doi.org/10.4995/eurocall.2019.11178>

POSIBLE ADAPTACIÓN CURRICULAR POR CAUSA DE FUERZA MAYOR (COVID-19, ETC.)

Las actividades relacionadas con la parte teórica que se realizan en la empresa de forma presencial se realizarían en remoto desde el domicilio del alumno como se realizan el resto de actividades de esta asignatura.

GUÍA DOCENTE

Año académico	2021-2022	
Estudio	Formación Superior en Decision Making & Innovation 2.0 (EN05)	
Nombre de la asignatura	DECISION MAKING	
Carácter (Obligatoria/Optativa)	OB	
Créditos (1 ECTS=25 horas)	6	
Modalidad (elegir una opción)		Presencial
	X	Semipresencial
		On-line
		A distancia
Profesor/a responsable	Adolfo Meléndez Alonso	
Idioma en el que se imparte	Inglés	

PROFESORES IMPLICADOS EN LA DOCENCIA

Alejandro Iborra, Adolfo Meléndez

DISTRIBUCIÓN DE CRÉDITOS (especificar en horas)

Número de horas presenciales/on-line asistencia profesor/a	42
Número de horas de trabajo personal del estudiante	108
Total horas	150

CONTENIDOS (Temario)

Decision making skills are essential for business success. The quality of your decisions will determine your effectiveness as a project manager and leader.

The overall course aim is to enable students to improve their skills to make effective decisions, manage projects in an assertive way and negotiate properly in order to boost their confidence in assessing problems accurately, evaluating alternative solutions, and finding the best option to a negotiated agreement.

Throughout the course we focus on negotiation and the skills that are required in the labour market to improve the students' performance in the workplace. We will use a mix of reading, case studies, team exercises, webinars and reflective exercises to develop negotiation and decision making skills.

The students will cover the following topics during the module:

- **Negotiation models**
- **Skills that matter**

By the end of this course the students should be able to:

1. apply basic problem solving and decision making skills in everyday construction duties.
2. to negotiate effectively based on the strategies and techniques studied.
3. learn how to use analysis, synthesis, and positive inquiry to address individual and organizational problems and develop the critical thinking skills needed in today's turbulent times.
4. analyse a leader's decision-making and role in negotiations.
5. analyse how strategies in negotiations affect how a leader is perceived.
6. identify the skills that are high in demand for the labour market.
7. apply concepts to enhancing personal development and organizational performance.
8. analyse a leader's decision-making and role in negotiations.
9. gain confidence in assessing problems accurately, evaluating alternative solutions, and anticipating likely risks.

EVALUACIÓN

Learning is supported by readings, webinars, case studies as well as written assignments. Examination consists of completing activities during the module and participate actively in webinars

The teaching-learning methodology promotes a system of continuous evaluation, for which it is necessary to complete each one of the proposed activities.

Evaluation criteria

- Mastery of theoretical and practical knowledge.
- Application of the concepts and main ideas to the proposed activities.
- Well-structured and well-founded answers.
- Clear and coherent written.
- High involvement during the development of the activities.

Qualification criteria

- Activities submission in which the mastery and application of conceptual knowledge studied in the course is demonstrated (60%)
- Active participation, with coherence and rigor, in complementary activities (20%)
- Active participation in the internship related to the course (20%)

To pass the course, students must achieve a grade equal to or greater than 5 (on a scale of 10 points). Students who do not pass the continuous evaluation will have the option of an extraordinary evaluation that will consist of a test and / or specific activities. The type of test and the date will be announced on the online platform. It is recommended that students contact their instructor before the scheduled date.

BIBLIOGRAFÍA

Negotiation models

Fisher, R. and Ertel, D. (1995): Getting Ready to Negotiate: The Getting to YES Workbook, Penguin Books.
Jandt, F. (1987): Win-Win Negotiating: Turning Conflict Into Agreement, Wiley.
Kerry Patterson, K., Grenny, M., McMillan R. and Switzler, A. (2002): Crucial Conversations: Tools for Talking When the Stakes are High, McGraw-Hill.
Malhotra, D., Ku, G. and Murnighan, J.K. (2008): When Winning Is Everything, Harvard Business Review.
Mnookin, R.H., Peppet, S.R. and Tulumello, A.S. (2000): Beyond Winning: Negotiating to Create Value in Deals and Disputes, Harvard University Press.

Sebenius, J.K. (2002): Six Habits of Merely Effective Negotiators, Harvard Business School Publishing Corporation.

Stark, P. and Flaherty, J. (2002): The Only Negotiating Guide You'll Ever Need, Broadway Books.

Stone, D., Patton, B. and Heen, S. (1999): Difficult Conversations: How to Discuss What Matters Most, Penguin Books.

Skills that matters

Athena, G. (2014): Conversation with anthropologists – Part 2, World101x Anthropology of Current World Issues.

Autor, D. (2014): Polanyi's Paradox and the Shape of Employment Growth. MIT, NBER and JPAL.

Dawis, R. and Lofquist, L. (1964): A Theory of Work Adjustment. Industrial Relations Center, University of Minnesota.

Goleman, D. (2000): Leadership That Gets Results. Harvard Business Review, March-April.

Golub, A. (2014): Conversation with anthropologists – Part 1, World101x Anthropology of Current World Issues.

Haney, S. and McCann, D. (2010): Leadership Charisma: Step by step to being a more successful and charismatic leader. S & H Publishing Company.

Hofstede, G. (1993): "Cultures and Organizations: Software of the Mind". Administrative Science Quarterly (Johnson Graduate School of Management, Cornell University) 38 (1): 132–134. March issue.

Mainiero, S. (2006): The Opt-Out Revolt: Why People Are Leaving Companies to Create Kaleidoscope Careers. Davies-Black Publishing.

Marx, K. (2008): Critique of the Gotha Program. Wildside Press.

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Mighton, J. (2004): The Myth of Ability : Nurturing Mathematical Talent in Every Child. Paperback.

Perls, H. and Goodman, P. (1951): Gestalt Therapy: Excitement and Growth in the Human Personality, 1951.

Schwartz, S. (1999): A Theory of Cultural Values and Some Implications for Work. Applied Psychology; an international review. International Association of Applied Psychology.

Siliceo, A.; Casares, D. and González J. (1999): Liderazgo, Valores y Cultura Organizacional: Hacia una Organización Competitiva. McGraw-Hill.

Von Bertalanffy, L. (1969): General System Theory: Foundations, Development, Applications. Penguin University Books.

Weber, M. (1947): The Theory of Social and Economic Organization, translated by A. M. Henderson and Talcott Parsons. Edited with an introduction by Talcott Parsons. New York: Free Press.

POSIBLE ADAPTACIÓN CURRICULAR POR CAUSA DE FUERZA MAYOR (COVID-19, ETC.)

Las actividades relacionadas con la parte teórica que se realizan en la empresa de forma presencial se realizarían en remoto desde el domicilio del alumno como se realizan el resto de actividades de esta asignatura.

GUÍA DOCENTE

Año académico	2021-2022	
Estudio	Formación Superior en Decision Making & Innovation 2.0 (EN05)	
Nombre de la asignatura	PROJECT MANAGEMENT	
Carácter (Obligatoria/Optativa)	OB	
Créditos (1 ECTS=25 horas)	6	
Modalidad (elegir una opción)		Presencial
	X	Semipresencial
		On-line
		A distancia
Profesor/a responsable	Luis González Lorenzo	
Idioma en el que se imparte	Inglés	

PROFESORES IMPLICADOS EN LA DOCENCIA

José Luis Lázaro Galilea, Luis González Lorenzo

DISTRIBUCIÓN DE CRÉDITOS (especificar en horas)

Número de horas presenciales/on-line asistencia profesor/a	42
Número de horas de trabajo personal del estudiante	108
Total horas	150

CONTENIDOS (Temario)

Managing projects is an essential skill nowadays as more businesses use projects to implement change in their organizations, or at least to stay in the game. When projects are managed properly, there's a positive impact that reverberates not only in the success of the organization, but to its clients and reputation.

The overall course aim is to enable students to improve their project management skills in order to be able to immediately use that knowledge to effectively manage work projects. This way, the students will learn how to apply key project management techniques and tools to their job to make their assignments more successfully.

Throughout the course we focus on a strong working knowledge of the basics of project management and what is required to manage projects from a project team member's perspective. It provides an introduction to the project management discipline and the different methods that can be applied to find an innovative solution to a specific problem. We will use a mix of reading, case studies, team exercises, webinars and challenging exercises to develop project management skills.

The students will cover the following topics during the module:

- **Project Management**

By the end of this course, the students should be able to:

- manage complex projects in an efficient and effective way.
- use project management methods and techniques to propose solutions.
- understand the different types of projects, as well as the methodologies that best suit each one of them; traditional or predictive methodologies, and adaptive or agile methodologies.
- acquire knowledge in project management in accordance with international standards of recognized prestige: Project Management Institute (PMI).
- align the company's needs with the best project management practices.
- obtain practical knowledge, updated and fully applicable to the reality of the project management needs of organizations.
- learn general management and leadership skills that can help them lead a project more successfully.
- identify and manage risks
- understand the project procurement process.

EVALUACIÓN

Learning is supported by readings, webinars, case studies as well as written assignments. Students will complete assignments, which consist of playing the role as project manager in order to learn how to identify and manage the product scope, create a project plan, define and allocate resources, manage the project development, identify and manage risks, and understand the project procurement process. Examination consists of completing activities during the module and participate actively in-webinars

The teaching-learning methodology promotes a system of continuous evaluation, for which it is necessary to complete each one of the proposed activities.

Evaluation criteria

- Mastery of theoretical and practical knowledge.
- Application of the concepts and main ideas to the proposed activities.
- Well-structured and well-founded answers.
- Clear and coherent written.
- High involvement during the development of the activities.

Qualification criteria

- Activities submission in which the mastery and application of conceptual knowledge studied in the course is demonstrated (60%)
- Active participation, with coherence and rigor, in complementary activities (20%)
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BIBLIOGRAFÍA

Project Management

Managing Successful Projects with PRINCE2 (2009). The Stationary Office (TSO). London.
Cobb, Charles (2011). Making Sense of Agile Project Management: Balancing Control and Agility. Jhon Wiley & Sons Inc. New Jersey.

A Guide to the Project Management Body of Knowledge, PMBok Guide, (2013). Project Management Institute. Pennsylvania.

POSIBLE ADAPTACIÓN CURRICULAR POR CAUSA DE FUERZA MAYOR (COVID-19, ETC.)

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GUÍA DOCENTE

Año académico	2021-2022	
Estudio	Formación Superior en Decision Making & Innovation 2.0 (EN05)	
Nombre de la asignatura	STRATEGY, LAW & ETHICS	
Carácter (Obligatoria/Optativa)	OP	
Créditos (1 ECTS=25 horas)	6	
Modalidad (elegir una opción)		Presencial
	X	Semipresencial
		On-line
		A distancia
Profesor/a responsable	Adolfo Meléndez Alonso	
Idioma en el que se imparte	Inglés	

PROFESORES IMPLICADOS EN LA DOCENCIA

Adolfo Meléndez, Julieta Herrero

DISTRIBUCIÓN DE CRÉDITOS (especificar en horas)

Número de horas presenciales/on-line asistencia profesor/a	42
Número de horas de trabajo personal del estudiante	108
Total horas	150

CONTENIDOS (Temario)

The students will have the opportunity to choose a course based on their interests and profile. This way, they will feel motivated to go further with the topic and put into practice what they have learnt in their job.

The courses that will be available for the students are:

Strategy, law & ethics (SL)

Corporate strategy has become a fundamental practice for companies to achieve a sustainable competitive advantage that allow them to stand out from their competitors in volatile competitive environments.

The overall course aim is to provide students with an introduction to corporate strategy and how companies can create, capture and maintain value in different market environments and what aspects they need to take into consideration to design an effective corporate strategy in order to enhance their capabilities and ensure the value of the company as whole.

During the course, we'll focus mainly on corporate strategy and the students will also have the opportunity to go further with different topics, such as: contracts, intellectual property, competition law, corporate social responsibility and geopolitics.

By the end of this course, the students should be able to:

- analyse business situations and create a coherent corporate strategy.
- understand how corporations create, capture, and sustain competitive advantage.
- develop a comprehensive perspective on corporate-level strategy.

In the learning process, we will use a mix of reading, case studies, videos, webinars and written assignments to help students to build their personal brand using the tools and resources available nowadays.

EVALUACIÓN

Learning is supported by readings, webinars, case studies as well as written assignments.

Evaluation consists of completing activities during the module and participate actively in webinars

The teaching-learning methodology promotes a system of continuous evaluation, for which it is necessary to complete each one of the proposed activities.

Evaluation criteria

- Mastery of theoretical and practical knowledge.
- Application of the concepts and main ideas to the proposed activities.
- Well-structured and well-founded answers.
- Clear and coherent written.
- High involvement during the development of the activities.

Qualification criteria

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- Active participation, with coherence and rigor, in complementary activities (20%)
- Active participation in the internship related to the course (20%)

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BIBLIOGRAFÍA

Strategy, law & ethics (SL)

- **Corporate Strategy**

Blank, S. (2013). "Why the Lean Start-Up Changes Everything" in Harvard Business Review, May issue

Johnson, G. (2006). Exploring Corporate Strategy. Prentice Hall.

Reeves, M. (2015). Your Strategy Needs a Strategy: How to Choose and Execute the Right Approach. Harvard Business Press.

Ries, E. (2011). The Lean Startup. Crown Publishing.

Tapscott, D. (2014). The Digital Economy. McGraw Hill.

POSIBLE ADAPTACIÓN CURRICULAR POR CAUSA DE FUERZA MAYOR (COVID-19, ETC.)

Las actividades relacionadas con la parte teórica que se realizan en la empresa de forma presencial se realizarían en remoto desde el domicilio del alumno como se realizan el resto de actividades de esta asignatura.

GUÍA DOCENTE

Año académico	2021-2022	
Estudio	Formación Superior en Decision Making & Innovation 2.0 (EN05)	
Nombre de la asignatura	PRODUCT MANAGEMENT & PRODUCTIVITY	
Carácter (Obligatoria/Optativa)	OP	
Créditos (1 ECTS=25 horas)	6	
Modalidad (elegir una opción)		Presencial
	X	Semipresencial
		On-line
		A distancia
Profesor/a responsable	Bárbara Juan Martínez	
Idioma en el que se imparte	Inglés	

PROFESORES IMPLICADOS EN LA DOCENCIA

Bárbara Juan Martínez, Vanesa Barrero

DISTRIBUCIÓN DE CRÉDITOS (especificar en horas)

Número de horas presenciales/on-line asistencia profesor/a	42
Número de horas de trabajo personal del estudiante	108
Total horas	150

CONTENIDOS (Temario)

The students will have the opportunity to choose a course based on their interests and profile. This way, they will feel motivated to go further with the topic and put into practice what they have learnt in their job.

The courses that will be available for the students are:

Product Management and Productivity (PP)

Product Management has become more and more important in the emerging digital economy. It includes building and defending brands, collecting and analysing market research data, and developing and introducing new products.

The overall course aim is for the students to learn about the product management process, from ideation to prototyping. It also provides the students with a general overview of economics, financial crises and indicators for analysing data.

Throughout this course, the students will learn what Product Management is, what it isn't, and a few key tricks to get started in any area. At the end of the course, the students will also cover complementary topics to enrich their knowledge of social and economic subjects, such as: Economics, Financial Crisis, International Economics, Financial Information, Corporate Valuation and Funding a Start-up.

By the end of this course, the students should be able to:

- understand the product management process.
- learn core skills that make up the entire Product Management process. From ideation to market research to wireframing to prototyping to user stories to leadership.
- Quickly test and validate a product.
- analyze the market landscape, discover weaknesses in your competitors, spots trends that will hyper-grow your product
- have an overview of economics and how financial crisis are caused.
- understand some important indicators and methods to analyse data.
- create product roadmaps
- taking products from initial concept through user research, co-creation, and rapid prototyping
- understand Social media and market testing methods

In the learning process, we will use a mix of reading, case studies, videos, webinars and written assignments to help students to build their personal brand using the tools and resources available nowadays.

EVALUACIÓN

Learning is supported by readings, webinars, case studies as well as written assignments. Evaluation consists of completing activities during the module and participate actively in webinars

The teaching-learning methodology promotes a system of continuous evaluation, for which it is necessary to complete each one of the proposed activities.

Evaluation criteria

- Mastery of theoretical and practical knowledge.
- Application of the concepts and main ideas to the proposed activities.
- Well-structured and well-founded answers.
- Clear and coherent written.
- High involvement during the development of the activities.

Qualification criteria

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- Active participation, with coherence and rigor, in complementary activities (20%)
- Active participation in the internship related to the course (20%)

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BIBLIOGRAFÍA

Product Management and productivity (PP)

- **Product management**

BLANK, Steve (2013). The Four Steps to the Epiphany: Successful Strategies for Products That Win. K&S Ranch.

CAGAN, Marty (2008). Inspired: How to Create Products Customers Love. SVPG Press.

CROLL, Alistair & YOSKOVITZ, Benjamin. Lean Analytics: Use Data to Build a Better Startup Faster.

HOROWITZ, Ben (2014). The Hard Thing About Hard Things: Building a Business When There Are No Easy Answers. Harper Business.

KLEIN, Laura. UX for Lean Startups: Faster, Smarter User Experience Research and Design.

KNAPP, Jake (2016). Sprint: How to Solve Big Problems and Test New Ideas in Just Five Days. Simon & Schuster Audio; unabridged edition.

KLEMENT, Alan (2016). When Coffee & Kale Compete: Become Great at Making Products People Will Buy.

MAGRETTA, Joan (2012). Why Business Models Matter. Harvard Business Review.

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PATTON, Jeff (2014). User Story Mapping: Discover the Whole Story, Build the Right Product. Peter Economy.

RIES, Eric (2011). The Lean Startup. Crown Publishing Group.

SINEK, Simon (2009). Start With Why: How Great Leaders Inspire Everyone to Take Action.

Cowan+. Customer discovery handbook. Available at: <https://www.alexandercowan.com/customer-discovery-handbook>

POSIBLE ADAPTACIÓN CURRICULAR POR CAUSA DE FUERZA MAYOR (COVID-19, ETC.)

Las actividades relacionadas con la parte teórica que se realizan en la empresa de forma presencial se realizarían en remoto desde el domicilio del alumno como se realizan el resto de actividades de esta asignatura.

GUÍA DOCENTE

Año académico	2021-2022	
Estudio	Formación Superior en Decision Making & Innovation 2.0 (EN05)	
Nombre de la asignatura	EFFECTIVE BUSINESS WRITING	
Carácter (Obligatoria/Optativa)	OP	
Créditos (1 ECTS=25 horas)	6	
Modalidad (elegir una opción)		Presencial
	X	Semipresencial
		On-line
		A distancia
Profesor/a responsable	Bárbara Retamal Fernández	
Idioma en el que se imparte	Inglés	

PROFESORES IMPLICADOS EN LA DOCENCIA

Bárbara Retamal Fernández

DISTRIBUCIÓN DE CRÉDITOS (especificar en horas)

Número de horas presenciales/on-line asistencia profesor/a	42
Número de horas de trabajo personal del estudiante	108
Total horas	150

CONTENIDOS (Temario)

The students will have the opportunity to choose a course based on their interests and profile. This way, they will feel motivated to go further with the topic and put into practice what they have learnt in their job.

The courses that will be available for the students are:

Business writing (BW)

Business Writing is a subject that offers you an introduction to the techniques and types of professional writing, including correspondence and reports. It is designed to help strengthen skills of effective business and professional communication basically in the written mode.

The subject propose reviewing the different types of Business Written Communications and help you identify the Do's and Don'ts: From memos to letters, from business proposals to press releases, you're written business communication represents you and your company: your goal is to make it clear, concise, and professional.

1. Essential Elements to Consider Before Writing

The Principles or Best Writing Practices.

2. Create Documents in Formal Style when applying for a Job (Communication Addressed to HR)

- How to write a Self Résumé and a follow up letter.

- How to create a Cover letter.
- The importance of writing a Job acceptance letter and a Self-Introduction Draft.
- How to write a proper Job offer rejection / write a declining letter.

In the learning process, we will use a mix of reading, case studies, videos, webinars and written assignments to help students to build their personal brand using the tools and resources available nowadays.

EVALUACIÓN

Learning is supported by readings, webinars as well as written assignments.

Evaluation consists of completing activities during the module and participate actively in webinars

The teaching-learning methodology promotes a system of continuous evaluation, for which it is necessary to complete each one of the proposed activities.

Evaluation criteria

- Mastery of theoretical and practical knowledge.
- Application of the concepts and main ideas to the proposed activities.
- Well-structured and well-founded answers.
- Clear and coherent written.
- High involvement during the development of the activities.

Qualification criteria

- Activities submission in which the mastery and application of conceptual knowledge studied in the course is demonstrated (60%)
- Active participation, with coherence and rigor, in complementary activities (20%)
- Active participation in the internship related to the course (20%)

To pass the course, students must achieve a grade equal to or greater than 5 (on a scale of 10 points). Students who do not pass the continuous evaluation will have the option of an extraordinary evaluation that will consist of a test and / or specific activities. The type of test and the date will be announced on the online platform. It is recommended that students contact their instructor before the scheduled date.

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Business writing (BW)

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POSIBLE ADAPTACIÓN CURRICULAR POR CAUSA DE FUERZA MAYOR (COVID-19, ETC.)

Las actividades relacionadas con la parte teórica que se realizan en la empresa de forma presencial se realizarían en remoto desde el domicilio del alumno como se realizan el resto de actividades de esta asignatura.

GUÍA DOCENTE

Año académico	2021-2022	
Estudio	Formación Superior en Decision Making & Innovation 2.0 (EN05)	
Nombre de la asignatura	LEADING PEOPLE AND TEAMS	
Carácter (Obligatoria/Optativa)	OB	
Créditos (1 ECTS=25 horas)	6	
Modalidad (elegir una opción)		Presencial
	X	Semipresencial
		On-line
		A distancia
Profesor/a responsable	Bárbara Juan Martínez	
Idioma en el que se imparte	Inglés	

PROFESORES IMPLICADOS EN LA DOCENCIA

Mercedes Díez Prados, Bárbara Juan Martínez

DISTRIBUCIÓN DE CRÉDITOS (especificar en horas)

Número de horas presenciales/on-line asistencia profesor/a	42
Número de horas de trabajo personal del estudiante	108
Total horas	150

CONTENIDOS (Temario)

Leadership is directly related to motivation, rhetoric and persuasion techniques. To succeed in the labor market it is necessary to have a broad knowledge of communication strategies and public speaking.

The general objective of this course is to introduce and analyze some mechanisms and persuasion techniques for the students to use them when giving a business speech as for example an elevator pitch. The methodology of the course is experiential and practical since the main goal is that the student participate in the dynamics enhancing their competences. The students are going to work in 4-member teams.

By the end of this course, the students should be able to:

- Understand the different stages how a speech is divided in.
- Learn how to structure a speech to persuade the audience who is listening.
- Have a clear idea of the different motivational theories and rhetorical techniques.

Value the importance of rhetoric techniques to have good leadership skills.

EVALUACIÓN

Learning is supported by readings, webinars, case studies as well as written assignments. Evaluation consists of completing activities during the module and participate actively in webinars

The teaching-learning methodology promotes a system of continuous evaluation, for which it is necessary to complete each one of the proposed activities.

Evaluation criteria

- Mastery of theoretical and practical knowledge.
- Application of the concepts and main ideas to the proposed activities.
- Well-structured and well-founded answers.
- Clear and coherent written.
- High involvement during the development of the activities.

Qualification criteria

- Activities submission in which the mastery and application of conceptual knowledge studied in the course is demonstrated (60%)
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- Active participation in the internship related to the course (20%)

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POSIBLE ADAPTACIÓN CURRICULAR POR CAUSA DE FUERZA MAYOR (COVID-19, ETC.)

Las actividades relacionadas con la parte teórica que se realizan en la empresa de forma presencial se realizarían en remoto desde el domicilio del alumno como se realizan el resto de actividades de esta asignatura.

GUÍA DOCENTE

Año académico	2021-2022	
Estudio	Formación Superior en Decision Making & Innovation 2.0 (EN05)	
Nombre de la asignatura	INVESTMENTS & FINANCE	
Carácter (Obligatoria/Optativa)	OB	
Créditos (1 ECTS=25 horas)	6	
Modalidad (elegir una opción)		Presencial
	X	Semipresencial
		On-line
		A distancia
Profesor/a responsable	Luis González Lorenzo	
Idioma en el que se imparte	Inglés	

PROFESORES IMPLICADOS EN LA DOCENCIA

Luis González Lorenzo, Marco Collado

DISTRIBUCIÓN DE CRÉDITOS (especificar en horas)

Número de horas presenciales/on-line asistencia profesor/a	42
Número de horas de trabajo personal del estudiante	108
Total horas	150

CONTENIDOS (Temario)

Financial literacy, as the confluence of financial, credit and debt management, has become more necessary to make financially responsible decisions, decisions that are integral to our everyday lives.

The overall course aim is for the students to learn the general concepts of financial markets/economy and provide the tools they need to make their own financial decisions with greater skill and confidence. Specifically, we see how insights from academic finance can inform and improve students' own investing decisions.

During the course, we'll focus on the general concepts of financial markets and economy to have an overview how economy works. We will also look at various economic Indicators and their influence on the markets, as well as how to create a good portfolio reducing risk.

In this learning process, we will use a mix of reading, case studies, videos, webinars and written assignments to help students to build their personal brand using the tools and resources available nowadays.

The students will cover the following topics during the module:

Finance

By the end of this course, the students should be able to:

- have an overview of various economic Indicators and their influence on the markets.
- learn the general concepts of financial markets and economy.
- gain a strategic understanding of investment management.
- enhance your returns and reduce risk
- see the difference between primary and secondary markets
- learn about markets for different products.
- have a framework for understanding the ways in which project finance can mitigate risks

EVALUACIÓN

Learning is supported by readings, webinars, case studies as well as written assignments. Evaluation consists of completing activities during the module and participate actively in webinars

The teaching-learning methodology promotes a system of continuous evaluation, for which it is necessary to complete each one of the proposed activities.

Evaluation criteria

- Mastery of theoretical and practical knowledge.
- Application of the concepts and main ideas to the proposed activities.
- Well-structured and well-founded answers.
- Clear and coherent written.
- High involvement during the development of the activities.

Qualification criteria

- Activities submission in which the mastery and application of conceptual knowledge studied in the course is demonstrated (60%)
- Active participation, with coherence and rigor, in complementary activities (20%)
- Active participation in the internship related to the course (20%)

To pass the course, students must achieve a grade equal to or greater than 5 (on a scale of 10 points). Students who do not pass the continuous evaluation will have the option of an extraordinary evaluation that will consist of a test and / or specific activities. The type of test and the date will be announced on the online platform. It is recommended that students contact their instructor before the scheduled date.

BIBLIOGRAFÍA**Finance**

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POSIBLE ADAPTACIÓN CURRICULAR POR CAUSA DE FUERZA MAYOR (COVID-19, ETC.)

Las actividades relacionadas con la parte teórica que se realizan en la empresa de forma presencial se realizarían en remoto desde el domicilio del alumno como se realizan el resto de actividades de esta asignatura.

GUÍA DOCENTE

Año académico	2021-2022	
Estudio	Formación Superior en Decision Making & Innovation 2.0 (EN05)	
Nombre de la asignatura	INNOVATION & CHANGE	
Carácter (Obligatoria/Optativa)	OB	
Créditos (1 ECTS=25 horas)	6	
Modalidad (elegir una opción)		Presencial
	X	Semipresencial
		On-line
		A distancia
Profesor/a responsable	Luis González Lorenzo	
Idioma en el que se imparte	Inglés	

PROFESORES IMPLICADOS EN LA DOCENCIA

Luis González Lorenzo, Bárbara Retamal Fernández

DISTRIBUCIÓN DE CRÉDITOS (especificar en horas)

Número de horas presenciales/on-line asistencia profesor/a	42
Número de horas de trabajo personal del estudiante	108
Total horas	150

CONTENIDOS (Temario)

Innovation and change are the key drivers of success in many industries nowadays. They fuel the uptake of new technologies, the development of products and services and the formulation of strategies to secure competitive advantage.

The overall course aim is for the students to introduce the concept of innovation and the different innovative methods that exist to produce ideas, create and innovate in the process. Specially, the students will become familiar with, and increase their awareness of, processes of change corporate and social innovation so they can understand better the trends that a lot of companies need to incorporate in the processes.

In this course, the students will learn why innovation and change are indispensable requirements nowadays for companies. They will also study the different innovative methods and how corporate innovation can be implemented in companies. This way, the students will discover that creativity comes in many different shapes and sizes, each of which is equally important in solving the world's problems.

The students will cover the following topics during the module:

Innovation

By the end of this course, the students should be able to:

- understand individual and group creative processes.
- understand innovation processes and the role of creativity within them.
- be able to apply theoretical concepts, frameworks and models to case studies.
- understand the role of innovation from a marketing strategy perspective.
- understand individual and group creative processes.
- understand innovation processes and the role of creativity within them.

understand and be able to apply the basics of design thinking and Lean startup

EVALUACIÓN

Learning is supported by readings, webinars, case studies as well as written assignments. Evaluation consists of completing activities during the module and participate actively in webinars

The teaching-learning methodology promotes a system of continuous evaluation, for which it is necessary to complete each one of the proposed activities.

Evaluation criteria

- Mastery of theoretical and practical knowledge.
- Application of the concepts and main ideas to the proposed activities.
- Well-structured and well-founded answers.
- Clear and coherent written.
- High involvement during the development of the activities.

Qualification criteria

- Activities submission in which the mastery and application of conceptual knowledge studied in the course is demonstrated (60%)
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- Active participation in the internship related to the course (20%)

To pass the course, students must achieve a grade equal to or greater than 5 (on a scale of 10 points). Students who do not pass the continuous evaluation will have the option of an extraordinary evaluation that will consist of a test and / or specific activities. The type of test and the date will be announced on the online platform. It is recommended that students contact their instructor before the scheduled date.

BIBLIOGRAFÍA

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POSIBLE ADAPTACIÓN CURRICULAR POR CAUSA DE FUERZA MAYOR (COVID-19, ETC.)

Las actividades relacionadas con la parte teórica que se realizan en la empresa de forma presencial se realizarían en remoto desde el domicilio del alumno como se realizan el resto de actividades de esta asignatura.

GUÍA DOCENTE

Año académico	2021-2022	
Estudio	Formación Superior en Decision Making & Innovation 2.0 (EN05)	
Nombre de la asignatura	EFFECTIVE COMMUNICATION IN A GLOBALISED WORKPLACE	
Carácter (Obligatoria/Optativa)	OB	
Créditos (1 ECTS=25 horas)	6	
Modalidad (elegir una opción)		Presencial
	X	Semipresencial
		On-line
		A distancia
Profesor/a responsable	Bárbara Juan Martínez	
Idioma en el que se imparte	Inglés	

PROFESORES IMPLICADOS EN LA DOCENCIA

Bárbara Juan Martínez, Mireia Murguiondo, Bárbara Retamal Fernández

DISTRIBUCIÓN DE CRÉDITOS (especificar en horas)

Número de horas presenciales/on-line asistencia profesor/a	42
Número de horas de trabajo personal del estudiante	108
Total horas	150

CONTENIDOS (Temario)

Effective Communication will cover the most important techniques and principles for communicating ideas and becoming more confident in the workplace by learning how to use communication to build rapport, speak in public, create a great first impression in interviews and develop better personal and professional relationships.

- Importance of effective communication
- Better public speaking & Presentation. Techniques for improving oral presentations.
- Non- Verbal communication
- Job Interviews
- Successful Communication Essentials

Along the course duration, students will work on aspects of their Master Final Project related to communication skills.

EVALUACIÓN

Learning is supported by readings, webinars, case studies as well as written assignments. Evaluation consists of completing activities during the module and participate actively in webinars

The teaching-learning methodology promotes a system of continuous evaluation, for which it is necessary to complete each one of the proposed activities.

Evaluation criteria

- Mastery of theoretical and practical knowledge.
- Application of the concepts and main ideas to the proposed activities.
- Well-structured and well-founded answers.
- Clear and coherent written.
- High involvement during the development of the activities.

Qualification criteria

- Activities submission in which the mastery and application of conceptual knowledge studied in the course is demonstrated (60%)
- Active participation, with coherence and rigor, in complementary activities (20%)
- Active participation in the internship related to the course (20%)

To pass the course, students must achieve a grade equal to or greater than 5 (on a scale of 10 points). Students who do not pass the continuous evaluation will have the option of an extraordinary evaluation that will consist of a test and / or specific activities. The type of test and the date will be announced on the online platform. It is recommended that students contact their instructor before the scheduled date.

BIBLIOGRAFÍA

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POSIBLE ADAPTACIÓN CURRICULAR POR CAUSA DE FUERZA MAYOR (COVID-19, ETC.)

Las actividades relacionadas con la parte teórica que se realizan en la empresa de forma presencial se realizarían en remoto desde el domicilio del alumno como se realizan el resto de actividades de esta asignatura.

GUÍA DOCENTE

Año académico	2021-2022	
Estudio	Formación Superior en Decision Making & Innovation 2.0 (EN05)	
Nombre de la asignatura	INTERNSHIP PLACEMENT IN COMPANY	
Carácter (Obligatoria/Optativa)	OB	
Créditos (1 ECTS=25 horas)	30	
Modalidad (elegir una opción)	X	Presencial
		Semipresencial
		On-line
		A distancia
Profesor/a responsable	Silvia Molinero Alonso	
Idioma en el que se imparte	Inglés	

PROFESORES IMPLICADOS EN LA DOCENCIA

Purificación Moscoso Castro, Silvia Molinero Alonso, Ana Martínez, Estefanía Canalejo, Paula Blanco, Sara García, Xavier Fernández

DISTRIBUCIÓN DE CRÉDITOS (especificar en horas)

Número de horas presenciales/on-line asistencia profesor/a	210
Número de horas de trabajo personal del estudiante	540
Total horas	750

CONTENIDOS (Temario)

CONTENT

This course allows the student to develop the practice in a supervised way and to know the functioning of the business environment, with the main objective of putting into practice the knowledge acquired during their online training and to incorporate fundamental skills for their professional growth in the current work context.

Through the objectives of the training project (Proyecto Formativo), the student will develop the following competencies:

- Quality of work
- Creativity and initiative
- Communication skills
- Interpersonal skills

- Team work
- Learning
- Technical skills
- Organization and planning
- Adaptation
- Critical thinking

As a result of what has been learned in the course, the student:

- Has contact with the business world through direct experience in a pre-professional environment.
- Applies the knowledge acquired in real situations under the supervision of a specialized professional.
- Defines the area of interest by specifying the orientation of his or her professional future.
- Confronts new situations by testing their skills.

The evaluation of the student's learning will be carried out through three instruments:

Student follow-up reports (Informes de Seguimiento del alumno): the student records his learning through four reports, distributed at specific moments of his training. In these reports, the student reflects on his day-to-day life in the company, the tutorial relationship, the team and the degree of achievement of the competencies developed in the internship.

- First month report
- Third month report
- Sixth month report (only for 12-month internships)
- Final report

Internship report. (Memoria de Prácticas). At the end of the training, the student reflects on his or her internship experience, with special emphasis on the impact of the training on his or her professional future. Five questions are posed related to:

- The application of practical training in the company.
- Problem-solving methods and tools
- The value of the training for the job search
- Corporate culture in the future career

Business tutor follow-up reports (Informes de Seguimiento del Tutor de Empresa): in addition to the aforementioned internship follow-up reports, the business tutors will also prepare progress reports in the same periods as the students (except for the first month).

EVALUACIÓN

EVALUATION

The teaching-learning methodology followed promotes a continuous evaluation system, which favors an integral evaluation of the student's learning throughout a specific process.

Evaluation criteria

- Exhaustiveness in the argumentation of the questions of the internship report.
- Quality of analysis and reflections in the internship report.
- Performance of the student in the tasks assigned in the company.
- Acquisition of the competences included in the training project.

Grading criteria:

- Attendance and active participation in the internship (50%).
- Internship report (20%)
- Tutor's reports (30%)

Evaluation functions:

The tutor of the internship subject (tutor de prácticas)

- Follows up the tutorial relationship: student-business tutor.
- Designs the intermediate and final follow-up reports.
- Intervenes in situations of detection of training improvements and learning needs.
- Collaborates jointly with the business tutor in the continuous evaluation of the student.
- Transfers the evaluation of the monitoring reports of the business tutors.
- Evaluates the internship report

The business tutor (tutor de empresa)

- Completes the follow-up reports (third month/sixth month/final).
- Prepares the student's training project
- Evaluates and records the student's attendance and active participation.
- Carries out the continuous evaluation of the student in the company.
- Gives feedback to the student on the performance and achievement of the objectives of the training project.
- Establishes a continuous follow-up together with the tutor of the internship subject.

To pass the course, the student must achieve a grade equal to or higher than 5 (on a 10-point scale).

Students who do not pass the continuous evaluation will have the option of an extraordinary evaluation that will consist of a test and/or specific activities designed by the tutor of the subject. The type of test and the date will be communicated individually to the student.

Those cases in which the established evaluation criteria cannot be applied due to the absence of any of the documents that make up the grade of the practical subject will be reviewed. In these cases the pre-established evaluation criteria may be applied differently from the one detailed here.

BIBLIOGRAFÍA

Bibliografía actividades

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George Gallup: satisfaction

Dave Ulrich Talento: <https://rblip.s3.amazonaws.com/Articles/WhatisTalent.pdf>

Sánchez-Migallón, A (2015) Motívate. LID Editorial.

Bibliografía ebook "Personal development and learning":

<http://psicologiaonlineycoaching.com/en/life-coaching-mallorca/online-andor-presential-coaching-sessions-majorca/>

BBVA: <https://www.bbva.com/en/bbva-chosen-as-best-global-bank-to-work-by-great-place-to-work/>

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POSIBLE ADAPTACIÓN CURRICULAR POR CAUSA DE FUERZA MAYOR (COVID-19, ETC.)

Dada la actual situación sanitaria y sus implicaciones en el ámbito educativo universitario, vemos necesario poner de manifiesto ciertas consideraciones de cara al desarrollo de la asignatura de prácticas en empresas.

Por una parte, la crisis sanitaria provocada por la COVID-19 ha motivado que el trabajo en remoto se convierta en la modalidad que ahora predomina en gran parte de las empresas de nuestro país, combinada en otras muchas con la modalidad presencial.

Por otra, la crisis económica derivada de la crisis sanitaria ha mermado las opciones de los jóvenes de acceder al mercado laboral, por lo que se hace más urgente que nunca ofrecer a los recién titulados opciones formativas que les hagan más y mejor “empleables”, estudios que les permitan desarrollar las habilidades que requieren las empresas.

No cabe duda de que los cambios en la metodología de trabajo en las empresas van a tener un reflejo en la era post-covid, por lo que la posibilidad de desarrollar las prácticas de forma remota ha de verse como una oportunidad de adquirir toda una serie de competencias fundamentales en el nuevo escenario que se perfila, tales como las relacionadas con la transformación tecnológica y los nuevos entornos en el ámbito laboral.

Modalidad de impartición

La modalidad en la que el alumno desarrolle la asignatura “Internship Placement in Company” estará condicionada al cumplimiento del proyecto formativo. Así, de acuerdo con los objetivos de aprendizaje, la naturaleza de la actividad y la forma de implementación se decidirá la modalidad formativa que más se adecue a sus necesidades y a los medios formativos.

De esta forma, se plantean tres posibles escenarios:

- Modalidad presencial
- Modalidad en remoto
- Modelo híbrido (presencial-remoto)

En todo caso, la empresa dispondrá de los medios y las herramientas necesarios para garantizar que se cumplirán los objetivos establecidos en el proyecto formativo sea cual sea la modalidad.

Desarrollo

Durante la realización de la asignatura “Internship Placement in Company” se seguirán las medidas de prevención establecidas por las empresas. La seguridad y el bienestar del alumno prevalecerá en las decisiones pertinentes al desarrollo de la asignatura.

Evaluación

La modalidad en la que el estudiante curse la asignatura no afecta a los criterios de evaluación y calificación. Dichos criterios están diseñados para poder aplicarse en cualquiera de los escenarios referidos.