



Centre adscrit



UNIVERSITAT DE
BARCELONA

COURSE CONTENT

Academic year 2020/2021

Code-Course	064543 - Corporate Acceleration and Innovation		
Year	4º	Credits	4,5 cr ECTS
In-class hours	45 hours	Hours of individual work	68 hours
Thematic Area	Digital Business	Course Type	Optional Subject

BRIEF COURSE DESCRIPTION

This subject will help students understand the real context of corporate acceleration in innovation and entrepreneurship as well as its main players.

The current market has rapidly increased its dynamism, embraced change, growth and the need to adapt to changing demands, this is why the most powerful and prepared companies have started to incorporate innovation and internal entrepreneurship within their structure, moved by the awareness of their potential and of the need to innovate to survive in this new global market.

The subject will help students unleash their innovative spirit and apply it with a clear scope. We will start by acquiring the basic skills in creative disruption techniques and we will put into practice agile creation methods. The subject has a participative and practical focus and will enable students with the knowledge to set up a modern business.

Students will be able to fully develop their creativity and have resources to be part of any innovation-oriented organization and decisively contribute to its progress and growth.

BASIC SKILLS

BS03 – Students must be able to collect and interpret important information (in their study field) in order to formulate judgments with reflections on important social, scientific and ethical issues.



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LEARNING METHODOLOGY

The learning methodologies planned for this subject contemplate different activities that contribute to develop the skills related to this course. Some of the learning activities that will be developed are the following:

- Lectures
- Case studies
- Discussions
- Practical exercises
- Problem-based learning

ASSESSMENT SYSTEM

The assessment system measures the student's achievement of learning outcomes regarding the subject's competences and contents.

Students may choose continuous assessment or single assessment:

Continuous Assessment: the teaching-learning process is assessed by a continuous monitoring of the work done by the students throughout the course and a final individual examination. Students must attend classes in order to be assessed by continuous assessment.

Single Assessment: for those students who cannot come to class regularly, they can choose to be assessed by single assessment. The teaching-learning process is assessed by means of the assessment of all activities and in-person individual examination at the end of the course.