



Centre adscrit



UNIVERSITAT DE  
BARCELONA

# COURSE CONTENT

## Academic year 2020/2021

Code-Course	064603 - Innovation Processes for the Design and Transformation of Tourism Products II		
Year	4 <sup>º</sup>	Credits	6 cr ECTS
In-class hours	60 hours	Hours of individual work	90 hours
Thematic Area	Digital Business	Course Type	Core Subject

### BRIEF COURSE DESCRIPTION

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This subject will help students follow the innovation validation process and monitor the projects started on their 3<sup>rd</sup> year. It will give students the opportunity to experiment in a practical way with validation models and consequently, develop the ability to improve weaknesses and strengthen opportunities that companies show.

Students will explore the best companies in the sector and innovation in a given geographical area.

The subject will enhance students' potential and their team-work skills with view to persuading the local customer, company or investor about the advantages posed by innovation.

The subject will foster competitiveness in the workplace and practical real cases of business and innovation plans will be thoroughly studied.

Students will be strongly encouraged to leave their comfort area, and to apply innovation in the job market; they will be prepared to face the constant challenges faced by entrepreneurship.

### BASIC SKILLS

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BS04 – Students must be able to transmit information, ideas, problems and solutions to both specialized and non-specialized audiences.



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### GENERAL SKILLS

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GS05- Teamwork.

GS09- Work in an international context.

### SPECIFIC SKILLS

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SS16- Manage financial resources.

### LEARNING METHODOLOGY

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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

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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.