

**COURSE DATA****Data Subject**

Code	42816
Name	Seminar on transferable skills
Cycle	Master's degree
ECTS Credits	4.0
Academic year	2021 - 2022

Study (s)

Degree	Center	Acad. year	Period
2132 - M.U. en Creación y Gestión de Empresas Innovadoras	Faculty of Economics	1	Second term

Subject-matter

Degree	Subject-matter	Character
2132 - M.U. en Creación y Gestión de Empresas Innovadoras	4 - Seminars	Obligatory

Coordination

Name	Department
ADAME SANCHEZ, CONSOLACION	105 - Business Administration 'Juan José Renau Piqueras'
MARCH CHORDA, ISIDRE	105 - Business Administration 'Juan José Renau Piqueras'

SUMMARY

The course aims to provide students with basic knowledge in areas and cross-cutting subjects for business management.

The aim is for the student to become familiar with key aspects for the appropriate management of organizations.

Among the basic areas that will be covered by the Seminars of transversal competences are

- . Searching for information in databases
- . Project Management Tools
- . Personal brand
- . Professional Network Management
- . Communication skills
- . Social media and online marketing for companies



PREVIOUS KNOWLEDGE

Relationship to other subjects of the same degree

There are no specified enrollment restrictions with other subjects of the curriculum.

Other requirements

Not required

OUTCOMES

2132 - M.U. en Creación y Gestión de Empresas Innovadoras

- Identificar elementos distintivos, diferenciadores e innovadores en un proyecto empresarial
- Desarrollar la iniciativa emprendedora

LEARNING OUTCOMES

English version is not available

DESCRIPTION OF CONTENTS

1. Communication skills

2. Personal Branding

3. Development of Digital Skills

4. Agile -Scrum Methodologies

**WORKLOAD**

ACTIVITY	Hours	% To be attended
Seminars	30,00	100
Attendance at events and external activities	10,00	0
Development of group work	15,00	0
Preparation of practical classes and problem	15,00	0
Resolution of case studies	10,00	0
TOTAL	80,00	

TEACHING METHODOLOGY

Teaching methodology of experimentation and active participation of students.

Application of role-playing techniques

Teamwork in the classroom.

EVALUATION

Completion and delivery of work: 80% of final grade.

Compulsory attendance: 20% final grade. Failure to attend 20% of the seminars, whether justified or not, will result in the FAILURE of the module.

ADDENDUM COVID-19

This addendum will only be activated if the health situation requires so and with the prior agreement of the Governing Council

The teaching of this subject is face-to-face. Only in the case of a health alarm that forces a confinement of the population by legal imperative, would proceed to teach temporarily in online format. The exams are of a face-to-face nature. Only in the event of a health alarm that requires, by legal imperative, a confinement of the people, will the date of the tests be delayed until a period that allows for presence. If the containment situation were to be extended until the end of July 2021, the assessment tests would be replaced by individual work.