VNIVERSITAT Ð VALÈNCIA

COURSE DATA

Data Subject	
Code	42816
Name	Seminar on transferable skills
Cycle	Master's degree
ECTS Credits	4.0
Academic year	2022 - 2023

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.