

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

<b>Code</b>	42816
<b>Name</b>	Seminar on transferable skills
<b>Cycle</b>	Master's degree
<b>ECTS Credits</b>	4.0
<b>Academic year</b>	2023 - 2024

**Study (s)**

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

**Subject-matter**

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

**Coordination**

<b>Name</b>	<b>Department</b>
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
<b>TOTAL</b>	<b>80,00</b>	

## 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.