1. OVERVIEW

Subject Area	New Methodologies
Degree	Bachelor's Degree in Business Analytics
School/Faculty	Social and Communication Sciences
Ac. Year	Third
ECTS	3
Type	Compulsory
Language(s)	Spanish/English
Delivery Mode	On campus
Term	Second semester (6th)
Academic Year	2024-2025
Coordinating professor	Juan Manuel Roca

2. INTRODUCTION

Students of the Business Analytics Degree offered by Universidad Europea are required to study the subject of New Methodologies of work and organisation.

This subject will challenge the students' conventional understanding of the way in which human resources departments or divisions are managed and the role they play in modern organisations. Since graduates of this degree course will, at different stages of their professional careers, either appraise or be appraised in the context of recruitment process, performance reviews, etc., their professional development will be permanently and closely tied to the content of this subject.

The success of an organisation depends on its ability to manage human capital. As such, this subject rigorously examines various aspects of the task of coordinating and managing people within an organisation. It examines how HR management can underpin the strategy of an organisation that is seeking to optimise performance and boost the wellbeing of its members. Specifically, it addresses all essential HR policies and practices within an organisation, such as recruitment, development, performance appraisal, retention and termination of employment.

3. SKILLS AND LEARNING OUTCOMES

Key Skills:

- **CB3**. Students will develop an ability to gather and interpret relevant data (usually within their study area) to form opinions which include reflecting on relevant social, scientific or ethical matters.

Transversal skills (CT, by the acronym in Spanish):
- **CT6:** Adaptability. Students will be able to accept, consider and integrate different perspectives, adapting their own approach as required by the situation at hand, and to work effectively in ambiguous situations.
- **CT8:** Entrepreneurial spirit: Ability to take on and carry out activities that generate new opportunities, foresee problems or lead to improvements.
- **CT9:** Global mindset: Be able to show interest in and understand other customs and cultures, be aware of your own biases and work effectively as part of a global community.

Specific skills (CE, by the acronym in Spanish):
- **CE01:** Ability to recognise and understand the concept of business and entrepreneur and the role they play in a market economy.
- **CE04:** Ability to analyse and assess the competitive environment and markets of a business and tackle new challenges on the basis of this analysis.
- **CE25:** Ability to explore new sources of information and the procedures for applying solutions in view of the situation and the sector in question.
- **CE26:** Critical spirit and objectivity to challenge data or assumptions based on previous data.
- **CE27:** Ability to adapt to an environment characterised by an information overload ("infoxication"), without losing sight of objectives.
- **CE30:** Ability to work and thrive in multidisciplinary and multicultural teams, while processing information from various sources to achieve the best possible result.
- **CE31:** Ability to manage uncertainty caused by constant changes to information sources

Learning outcomes (RA, by the acronym in Spanish):

- **RA1:** Understand the new organisational models.
- **RA2:** Identify new methodologies to select the ones most suited to the type of business in question.
- **RA3:** Monitor new trends in organisational models.
- **RA4:** Identify and apply operating methodologies to new-era organisations.

The following table shows how the skills developed in the course match up with the intended learning outcomes:

Skills	Learning outcomes
CB3, CT6, CE01, CE04 and CE31.	**RA1**: Students will recognise and be able to apply the new organisational models used by modern organisations to real-life scenarios.
CB3, CT6, CE01, CE04, CE26 and CE27.	**RA2**: Learn to identify methodologies in order to select the ones most suited to the type of business in question.

CB3, CT6, CE01, CE04, CE25, CE27 and CE31.	**RA3**: Learn to monitor new trends in organisational models.
CB3, CT6, CE01, CE30 and CE31.	**RA4**: Identify and apply new operating methodologies to new-era corporations.

4. CONTENTS

- Topic 1: Traditional Organisational Models and New Models.
- Topic 2: Exponential Organisations.
- Topic 3: Organisations in Tribes.
- Topic 4: Centres of Excellence.
- Topic 5: Collaborative and Cross-Disciplinary Models.
- Topic 6: "Agile, Scrum, Kanban and Scrumban" Methodologies.
- Topic 7: Analysing Success Stories of New Organisational Models.

5. TEACHING/LEARNING METHODS

The types of teaching/learning methods are as follows:

- Lecture/online conference
- Problem-based learning

6. LEARNING ACTIVITIES

The types of learning activities, plus the amount of time spent on each activity, are as follows:

Type of learning activity	Number of hours
Lectures	15
Asynchronous lectures	5
Problem-solving	20
Oral presentations	5
Written reports and essays	30
TOTAL	**75 h**

7. ASSESSMENT

The assessment methods, plus their weighting in the final grade for the course, are as follows:

Assessment system	Weighting
On-campus knowledge tests	50%
Oral presentations	15%
Reports and written work	15%
Case studies/problem scenarios	20%

On the Virtual Campus, when you open the subject area, you can see all the details of your assessment activities, including the deadlines and assessment procedures for each activity.

7.1. Ordinary exam period

To pass the course in the ordinary examination period you must obtain a grade of 5.0 or more out of 10.0 in the final grade (weighted average) for the subject area.

In any case, you must achieve a grade greater than or equal to 4.0 in the final assessment so this can be used for the average with the other activities.

7.2. Extraordinary exam period (resits)

To pass the course in the ordinary examination period you must obtain a grade of 5.0 or more out of 10.0 in the final grade (weighted average) for the subject area.

In any case, you must achieve a grade greater than or equal to 4.0 in the final assessment so this can be used for the average with the other activities.

Activities not passed in the ordinary exam period, or those not delivered, must now be delivered after having received the relevant corrections to them by the lecturer.

8. TIMELINE

The timeline with delivery dates of assessable activities in the subject area is indicated in this section:

Assessable activities	Date
Case studies/problem scenarios	First fortnight
Written reports	Second fortnight
Written reports	Third fortnight
Spoken presentations	Fourth fortnight
On-campus knowledge test	End of semester

The timeline may be subject to modifications for logistical reasons of the activities. Students will be informed of any changes in due time and course.

9. BIBLIOGRAPHY

The recommended bibliography is indicated below:

- ADAIR, J. (2009). Effective motivation: how to get the best results from everyone. London: Pan Books, cop.

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- DOLAN, S., Valle Cabrear, R., Jackon, S. (2007). La gestión de Los Recursos Humanos. 3ª Edición Mc Graw Hill.

- IVANCEVICH, J., KONOPASKE, R. (2013). Human Resource Management (12th ed.). NY: McGraw-Hill.

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- WREN, DANIEL A. (2008). Historia de la gestión. Barcelona, ediciones del Belloch.

10. EDUCATIONAL GUIDANCE AND DIVERSITY UNIT

The Educational Guidance and Diversity Unit (ODI in Spanish) offers support throughout your time at university to help you with your academic achievement. Other cornerstones of our educational policy are the inclusion of students with special educational needs, universal access in all our university campuses and equal opportunities.
This ODI unit offers students:

1. Support and monitoring through counselling and personalised student plans for those who need to improve their academic performance.
2. Curricular adaptations to uphold diversity, with assistance for those students who require specific educational support, leading to equal opportunities without significant changes to methodology or evaluation.
3. We offer students a range of extracurricular educational resources to reinforce skills which will enhance their personal and professional development.
4. Career guidance by giving tools and advice to any students who have doubts about their career or think that they have chosen the wrong degree.

Students who need educational support can contact us at:
orientacioneducativa@universidadeuropea.es

11. SATISFACTION SURVEYS

Your opinion matters!

Universidad Europea encourages you to complete our satisfaction surveys to identify strengths and areas for improvement for staff, degree courses and the learning process.

These surveys will be available in the surveys area of your virtual campus or by email.

Your opinion is essential to improve the quality of the degree.

Many thanks for taking part.