

## 1. BASIC DETAILS

<b>Course</b>	Innovation and Entrepreneurship
<b>Degree</b>	Bachelor's Degree in Advertising
<b>School/Faculty</b>	Social and Communication Sciences
<b>Year</b>	3º
<b>ECTS</b>	6 ECTS
<b>Type</b>	Optional
<b>Language(s)</b>	Spanish
<b>Delivery Mode</b>	On campus
<b>Semester</b>	2nd semester

## 2. INTRODUCTION

The Innovation and Entrepreneurship subject in the Bachelor's Degree in Advertising of Universidad Europea is focused on promoting the entrepreneurial spirit and innovation capacity among students. By exploring different methods and tools, students learn how to identify business opportunities, develop innovative business models and implement effective marketing strategies.

The subject also covers risk management and decision-making in the context of entrepreneurship, as well as the importance of creativity, leadership and teamwork in the entrepreneurship process. Students also acquire skills to present their ideas and projects in an effective and persuasive way. In short, the Innovation and Entrepreneurship subject in the Bachelor's Degree in Advertising of Universidad Europea prepares students to be enterprising and creative professionals who are able to face up to challenges in the business world.

## 3. SKILLS AND LEARNING OUTCOMES

### **Key skills (CB, by their acronym in Spanish):**

CB2 - Students can apply their knowledge to their work or vocation in a professional manner and possess the skills which are usually evident through the forming and defending of opinions and resolving problems within their study area

CB3 - Students have the 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

CB4 - Students can communicate information, ideas, problems and solutions to both specialist and non-specialist audiences

**Transversal skills (CT, by their acronym in Spanish):**

CT1 - Ethical values: Ability to think and act in line with universal principles based on the value of a person, contributing to their development and involving commitment to certain social values.

CT2 - Independent learning: Skillset for choosing strategies to search, analyse, evaluate and manage information from different sources, as well as to independently learn and put into practice what has been learnt

CT3 - Teamwork: Ability to integrate and collaborate actively with other people, areas and/or organizations to reach common goals.

CT5 - Analysis and problem-solving: Be able to critically assess information, break down complex situations, identify patterns and consider different alternatives, approaches and perspectives in order to find the best solutions and effective negotiations

CT7 - Leadership: Be able to direct, motivate and guide others by identifying their skills and abilities, in order to effectively manage their development and common interests

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 their acronym in Spanish):**

CE28 - Ability to creatively solve problems by meeting the specific communication needs of advertisers.

CE29 - Understand and take part in the work and creation processes of various professional profiles in the different scopes of advertising creativity.

CE15 - Ability to produce creative solutions to new consumer needs

CE17 - Know the various systemic structures and processes involved in the professional processes of advertising communication.

**Learning outcomes (RA, by their acronym in Spanish):**

RA1: Understand how ideas arise, which elements may be used as a basis to develop different types of innovations (products, services, procedures, etc.) and how these impact the economic development of the environment.

RA2: Understand innovation as a constant source of competitive advantage, and the need to constantly evolve in order to continuously adapt to the evolution of the environment and consumer interests, as well as new market openings.

Skills	Learning outcomes
CB2, CT2, CE17	RA1
CB2, CT2, CE17	RA2

## 4. CONTENTS

- Introduction. Innovation culture.
- International culture models and adaptation.
- Design thinking. Functionalism.
- New lines of business innovation.

## 5. TEACHING/LEARNING METHODS

### ON CAMPUS STUDY MODE

- Lecture/online conference
- Case studies
- Collaborative learning
- Problem-based learning
- Project-based learning

## 6. LEARNING ACTIVITIES

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

**On-campus:**

Learning activity	Number of hours
Lectures	25
Asynchronous lectures	5
Debates and discussions	10
Case study analysis	10
Problem-solving	20
Oral presentations	10
Drawing up reports and written work	30
Group tutorials	10
Independent working	30
<b>TOTAL</b>	<b>150</b>

## 7. ASSESSMENT

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

**On-campus:**

Assessment system	Weighting
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On-campus knowledge tests	40.0
Oral presentations	10.0
Reports and written work	10.0
Case study/problem scenario	20.0
Performance observation	20.0

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

## 8. BIBLIOGRAPHY

The work of reference for follow-up of the course is:

The recommended bibliography is indicated below:

Blank, S. (2017). *The Startup Owner's Manual: The Step-by-Step Guide for Building a Great Company*. Ediciones Deusto.

Drucker, P. F. (2014). *Innovation and Entrepreneurship: Practice and Principles*. Editorial Sudamericana.

Godin, S. (2014). *Purple Cow: Transform Your Business by Being Remarkable*. Ediciones Deusto.

Hesselbein, F., Goldsmith, M., & Beckhard, R. (2016). *The Leader of the Future: Leading in a Constantly Changing World*. Editorial Norma.

Osterwalder, A., & Pigneur, Y. (2015). *Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers*. Ediciones Deusto.

Timmons, J. A., & Spinelli, S. (2018). *New Venture Creation: Entrepreneurship for the 21st Century*. McGraw-Hill.