Name of the SUBJECT	ECTS Credits
3.4. INNOVATION IN PRODUCT, SERVICE, AND PROCESS	**8 ECTS (200 hours), COMPULSORY**

Duration, format and temporal location within the study plan.

This subject will be taught throughout the third year of the degree.

Requirements

None

Languages

English/Spanish/Basque

Basic competences

BC1. Students demonstrate possession and understanding of knowledge in a field of study that builds on general secondary education, and is typically found at a level that, while supported by advanced textbooks, also includes some aspects that involve knowledge from the forefront of their field of study.

BC2. Students know how to apply their knowledge to their work or vocation in a professional way and possess the skills that are usually demonstrated through the development and defense of arguments and problem-solving within their field of study.

Transversal Competencies

TC02 - CREATIVE AND TRANSFORMATIVE.- Develop multiple ideas and opportunities to create value, including better solutions to existing and new challenges. Explore and experiment with innovative approaches. Combine knowledge and resources to achieve valuable outcomes. Initiate processes that create value, accept challenges, and act and work independently to achieve objectives, adhere to intentions, and carry out planned tasks.

TC03 - CRITICAL AND ANALYTICAL.- Ability to identify, analyze, and evaluate situations, ideas, and information in order to formulate responses to problems, using logic and reasoning to identify strengths and weaknesses of possible solutions or approaches.

TC07 - AWARE AND COMMITTED.- Ability to self-regulate and have a realistic self-concept and balanced self-esteem, meaning individuals who know themselves and their abilities. They have a broad vision of professions and what can be done, and the ability to express where they want to go. They will not adhere to closed and fixed structures, but will value self-knowledge, from which they will improve and become increasingly free and independent.

General / Personal Competences:

GC1 Able to identify their strengths and weaknesses in relating to others, committing to their environment.

GC2 Logically analyzes, from different perspectives and disciplines, the complex challenges they must face, proposing creative solutions.

GC6 Generates and applies imaginative solutions outside established frameworks to develop new ideas and responses with the aim of transforming their environment.

Specific / Professional Competences:

SC2 Knows and applies tools, processes, and methodologies for the organization, management, and leadership of the commercial and marketing function.

SC9: Communicates effectively, responsibly, and appropriately in the various communicative situations that arise in their professional environment, taking into account the knowledge and use of available tools and ensuring multilingualism.

SC11 Knows and applies tools, processes, and methodologies for the organization and management of operations, oriented towards optimization and the exploitation of opportunities.

Learning Outcomes

LO1_3 Enjoys taking the lead in their personal/professional development and undertaking ambitious actions aimed at improving their own and others' quality of life.

LO2_3 Infers creative and transformative solutions from critical reflection.

LO6_2 Masters tools to develop creative alternatives.

LO9_3 Able to apply tools, processes, and methodologies for the organization, management, and leadership of the commercial and marketing function.

LO16_3 Able to communicate using tools, strategies, and languages effectively.

LO18_4 Able to propose, design, and apply tools, processes, and methodologies for the organization and management of operations.

Brief summary of contents
Innovation management
- Concept of innovation
- Innovation in product, service, and process
- Innovation processes
- Innovation strategies
- Innovation management models
- Change and transformation management
- Open innovation