

# Administració d'Empreses i Gestió de la Innovació

Elective proposal for the 2022-23 academic year

**ATTENTION: Students are reminded that they have taken 20 ECTS of optional subjects**

You will find the timetables for the subjects that make up subjects 1 and 2 included in the AdE and Gi timetable.

You will find the timetables and teaching guides for the other subjects in the timetables of the relevant Degree

You can see the timetables here: <https://www.tecnocampus.cat/ca/horaris#escset>

For any clarification, contact the coordinator (Núria Masferrer: [nmasferrer@tecnocampus.cat](mailto:nmasferrer@tecnocampus.cat))

## Elective subject 1.- Entrepreneurial leadership and innovation

Code	Subject Name	Professor	language	Course	ECTS	Morning	Trim.	Trim.	Trim.
1224	New trends: Leading with emotional intelligence	Núria Fernàndez	Catalan	4t	4	x	1		
1225	Online advertising from Social Networks	Maria Cristina Perez Pietri	Spanish	4t	6	x	1		
1229	Management and leadership skills	Núria Fernàndez	Catalan	3r	6	x		2	
1236	Zen Business: Conscious Entrepreneurs and Business	Manel Lesta	Catalan	4t	6	x			3
1235	WebAnalytics	Vera Butkouskaya	English	4t	6	x			3
1238	My personal plan (online)	Albert Rof	English	4t	4	On-line			3
1180	Entrepreneurial route(*)	Màrian Buil/ Estel Paloma	Catalan	3r	6		1	2	3

(\*) Reconeixements d'activitats cursades al llarg de la carrera. No és pròpiament una assignatura a cursar.

## Optional subject 2.- Advanced business administration tools

Code	Subject Name	Professor	language	Course	ECTS	Morning	Trim.	Trim.	Trim.
1233	Introducció al SAP	José Maria Renedo Seco	Catalan	4t	6	x		2	
1223	Economia circular: Estratègies i tecnologies per a la transició cap a negoci de futur	Maria Armiñana	Catalan	3r/4t	6	x		2	
1234	Strategic Procurement Innovation	Miguel Saiz	English	4t	4	x		2	
1228	Excel per a controller	Axel Ehberger	Spanish	3r	6	x		2	
1232	Negociació Estratègica	Tamara Guillén	Spanish	4t	4	x		2	
1237	Empresa familiar	Carlos Ordax	Catalan	4t	4	x			3
1226	Business Consulting	Marc Rocas	English	4t	4	x	1		
1227	Digital Marketing Communication	Vera Butkouskaya	English	3r	6	x		2	
1231	Auditoria	José Luís Martinez	Catalan	4t	4	x		2	
1230	Sport Management (online)	Xavier Molla Illa	Catalan	3r/4t	4	On-line		2	
1222	DEFI: Finances descentralitzades i criptoconomia	Miquel Roig	Catalan	4t	6	x	1		

**Business and Innovation Management**

**Optional proposal course 2022-23**

In addition to the optional subjects listed here, you can consult the list of subjects from the Marketing and Digital Communities, Tourism and Leisure Management, and Logistics and Maritime Business degrees that you can choose as electives.

**Matèria optativa 1.- Lideratge emprenedor i innovació**

Codi	Nom assignatura anglès	Objective	Contents
1224	Management with emotional intelligence: New trends	At the end of the course the student will understand the weight that emotional management has on a work team and its importance for the achievement of economic objectives of the company, where emotional intelligence and coaching have a very important role.	New communication trends in organizations. Corporate communication and integration. New Trends in People Management, the role of the digital leader / big data. Talent management, "employee experience / war for talent", the importance of culture, working conditions and technological investment. People management (actions to improve the balance of Personal / Professional Life, work in different places to the office, flexible hours, work for projects ...) More humane companies 3.0 Reinvention of organizations, Frederic Laloux. Emotional Intelligence and Intellectual Coefficient. Daniel Goleman Neuromanagement, definition and incidence in the current company. Emotional competences, empathy, assertive communication, resilience. Requirement of the profiles of the current company. Coaching Empowerment Leadership of work teams (reference to Lencioni) Engagement Personal Branding
1225	Online advertising from Social Networks	The course aims to teach the structure of digital advertising campaigns, the practical elements for launching and managing campaigns on Facebook and Instagram, as well as the strategies and elements of analysis and KPIs that will allow the effectiveness of these campaigns to be measured.	1. Introduction to Facebook Business Manager and Instagram Ads. Creating an ad account. 2. The conversion funnel. Strategic planning and initial definition. 3. Objectives and types of campaigns available. 4. Segmentation of your campaigns: a key element. 5. Generation of personalised audiences and publics. 6. Tools and resources for carrying out advertising and tracking campaigns. Facebook Pixel, API & other resources. 7. Analysis of real examples and results. KPI. 8. Reports and analysis of the results of your campaigns. Improve results
1229	Management and leadership skills	Acquire specific skills and abilities for self-management, self-direction and self-leadership, as well as the management, direction and leadership of collaborators, teams and organizations. Know and put into practice the strategic discipline of professional networking (face-to-face and virtual).	SELF-AWARENESS FOR SELF-EMPLOYMENT. - To improve the level of self-knowledge and self-leadership aligned with the professional objectives set. What are my competences? - Become aware of reality (cognitive, emotional, physical, social, economic, environmental resources ...) linked to our own person and business project, as well as that of the stakeholders of our environment and our project. - Learn to set objectives effectively and efficiently, as well as to take action. - Effective and efficient decision making. The use of intuition. - Basic notions of neuromanagement. THE IDEAS LEADER - What is our ideal leader concept? - What kind of leader do we want to become? The useful li? - What kind of leader do I want to communicate that I am? How? - To convince, persuade and retain an idea, a project, a proposal, a solution. - The management of anticipation. - Time management. THE LIQUID MEDIATOR FORGER OF TALENT IN COEXISTENCE - Groups or teams. When it suits one or the other. - Effective communication tools. - The mediator li. Beyond the management of conflicts. - Coaching tools to optimize the performance of people. - Policies for an efficient management of talent and motivation. NETWORKING PRESENTIAL - Introduction to the concept of professional networking - Networking practice <i>Business cards, my CV, twitter, facebook, instagram, linkedin</i>
1236	Zen Business: conscious entrepreneurs and companies	The student can integrate a new philosophy (universal values present in the practice of Zen) and a new method of holistic business management aimed at companies and entrepreneurs who seek to create economic, social, emotional and environmental (holistic impact) as a strategy for differentiate and grow, contributing to a happier and more sustainable world. The student will be able to put it into practice in a personalized way through the development of their own business initiative.	Topic 1: Context and deconstruction of the socio-economic system. Topic 2: Introduction to the Zen Business model Topic 3: Human leadership Topic 4: Management of Actors (stakeholders) Topic 5: Marketing & innovation Topic 6: Financial Management Topic 7: Brand & corporate culture Topic 8: Integration
1235	WebAnalytics	Upon completing this module, students will be more familiar with data-driven online markets, intelligent data collection, and analysis. After finishing the course, students will be able: • to understand the role of web analytics within the company. • to measure and analyze the parameters and behaviour of the users within a web page. • to communicate recommendations on these parameters to improve the performance of the web page.	Topic 1. The role of web analysis • Digital Transformation • The role of Web Analysis Topic 2. WebAnalytics Strategy • Measurement framework • Web Analytics Strategy Topic 3. WebAnalytics 2.0 • WebAnalytics 2.0 • Online customer journey Topic 4. Data and Tools • Data collection and processing • Data segmentation Topic 5. Reports and Reporting • Reports types • Reporting multi-channel conversions Topic 6. Analysis and Optimisation • Actionable Insights • Testing and Experimentation
1238	My personal plan	Knowing how to develop a Personal Plan appropriate to personal goals and capabilities, and the reality of the market. To do this, it is necessary to understand the role of personal marketing in the definition and achievement of professional goals and equip participants with the knowledge and tools necessary to create a successful professional and personal future.	1. SELF-KNOWLEDGE, DNA TO FIX THE RIGHT PROFESSIONAL CAREER AND LIFESTYLE OBJECTIVES. - What are my strengths? And the weak points? - What are my talents? - What are my strengths? - Where do I belong? - What is my contribution? 2. OPPORTUNITIES aligned to MY RESOURCES AND CAPACITIES; THE "" PERSONAL SWOT "" . - Diagnosis and realism. - Detection of realistic opportunities. 3. MY SINGLE VALUE PROPOSAL: "" MY PERSONAL VALUE CURVE "" . - What makes me unique and different? - What are my points of differentiation? 4. MY BUSINESS MODEL CANVAS PERSONAL. - How to earn money? 5. MY PERSONAL STRATEGIC PLAN AND ACTIONS TO SUCCEED. - Issues Analysis. - Goals. - Strategies. - Actions. - Timing. - Budget. - P & L
1180	Entrepreneurial itinerary (*)		

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**Materia optativa 2.- Herramientas avanzadas de administración empresarial**

Codi	Nom assignatura anglès	Objective	Contents
1233	SAP introduction	The student will learn the basic concepts and processes of SAP that cover the needs of the business processes of the following areas of the company: Sales and Distribution, Materials Management, Finance, and Controlling. You will also get knowledge of using SAP working with a system emulator.	<p>Topic 1. Introduction to SAP.</p> <p>Topic 2. Finance. The SAP FI (Financial Management) course describes the basic system tool to record the company's economic information. The FI module of SAP allows you to register all the activities of your company. These operations will be created directly from this component, or indirectly by using the rest of SAP components. The information will be available in real time by preparing the information necessary for the making of strategic decisions within your organization. The SAP FI (Financial Management) course aims to cover the necessary transactions and functions in the area of: Major Book; Debtors; Creditors; Closure of the period in financial accounting; Bank Management; Fixed Assets</p> <p>Topic 3. Controlling. The SAP CO (Controlling) course provides you with the basic vision for the analytical management of a decision-making society. Within the financial area, the course module SAP CO or Management Control allows us to understand all the internal control processes that can be defined within the system. Within these internal control processes we will find: Control of management of cost centers or department. Control of cost management. Material valuation control. Results account: It will provide us with tools to analyze the analytical results of the company at the level of business units. We will have two models business units or profit centers or account of analytical accounting result</p> <p>Topic 4. Sales and Distribution. The course SAP SD (Sales and Distribution) deals with the complete management of customer orders, where it includes the shipment and invoicing of the merchandise. Product Description. Within the logistics area, the course module SAP SD or Commercial includes the following components of SAP: Basic Functions (SD). Sales (SD-SLS). Billing (SD-BIL). It also boosts sales statistics (SIL).</p> <p>Topic 5. Materials Management. The SAP MM course (Material Management) is the complete management in Planning, Supply, Inventory, Verification invoices, Evaluation of materials. The SAP MM course (Material Management) aims to cover the necessary transactions and functions in the area of: Planning of Material Requirements; Provisioning; Inventory Management; Verification of the supplier's invoices; Material assessment. Integrates the logistics environment through demand programs, sales forecasts, MRP... It integrates into the financial environment through treasury environments, accounts payable, fixed assets ...</p>
1223	Circular economy: Strategies and technologies for the transition to future businesses	Based on providing students with (and putting into practice) knowledge about the Circular Economy, with the participation of several experts and professionals in the sector, to be able to incorporate knowledge about sustainability and the strategies they can apply in his professional career. During the elective, an applied project will be carried out, with support from a tutor.	<p>Topic 1: Starting context and motivating factors for change.</p> <p>Topic 2: Fundamentals of Circular Economy</p> <p>Topic 3: Innovation for circularity</p> <p>Topic 4: Circularity of the product through Eco-design</p> <p>Topic 5: Circularity applied to business models</p> <p>Topic 6: Business metrics in sustainability</p> <p>Topic 7: Sectoral analysis of circularity</p>
1234	Strategic Procurement Innovation	It allows you to enter into one of the specialized professions with the most wage growth and with more current and future demand in companies: Purchases, the area that manages the profitability of the business, capturing innovation, the best solutions in direct and indirect costs. It enables students to: optimize costs, optimize processes, capture innovation through relationships with suppliers, stakeholders and reverse marking, make strategic cost analysis, negotiate, define and manage relationships with key suppliers and internal clients, etc.	<ol style="list-style-type: none"> <li>1. Introduction to procurement and purchasing.</li> <li>2. The procurement process.</li> <li>3. Make versus buy and pre-source package preparation.</li> <li>4. Types of contracts.</li> <li>5. Supplier evaluation and selection.</li> <li>6. Negotiation is for procurement and purchasing professionals.</li> <li>7. Procurement follow up.</li> <li>8. Contracts closure.</li> <li>9. Latest trends in procurement.</li> </ol>
1228	Excel for controller	Almost all companies work with Excel, in all areas. A good knowledge of this tool is essential. In this course, the most useful applications of the Excel tool in the context of Controlling are taught in a practical way, always with examples.	<ol style="list-style-type: none"> <li>1 - How data is inserted, copied, moved, linked and formatted</li> <li>2 - How to make and use Dynamic Tables, Charts and Graphs</li> <li>3 - Know how to use some relevant formulas in this context</li> <li>4 - Knowing how to make macros and an introduction to Visual Basic</li> <li>5 - Other tips and tricks of the Controller's practice</li> </ol>
1232	Strategic Negotiation	The aim of this subject is for students to acquire the basic skills to negotiate in any field, but specifically in the business world, using the communication and analysis tools necessary in this discipline. Negotiation situations are present in all areas of social life. Whenever we find cooperation and conflict at the same time, we are in a potentially negotiating situation: in interpersonal relations, in relations between groups and organisations, in regional, international and supranational relations and also within institutions and companies, in work teams, in political action, in the distribution of competences, in human resources management, in peace missions, in communication, in legal and economic life. As individuals and as professionals, we are all involved every day in a succession of tacit or explicit negotiations that we often conduct reflexively, without really being aware of it, and which we resolve as best we can intuitively or through accumulated experience. However, the outcome of negotiations depends to a large extent on the analysis we make and the type of conflict management we deploy. This is why it is so important to train ourselves to recognise negotiating situations - which sometimes hide their name, or even explicitly deny it - and to identify the strategic factors that shape their structure. Based on this analysis, we can decide which competitive and/or cooperative mechanisms will encourage a better outcome.	<p>Module 1: Conflict, negotiation and strategic behaviour</p> <ul style="list-style-type: none"> <li>- 1. What is conflict? - 2. What is to be negotiated? - 3. What can be negotiated? - 4. Negotiation and strategic behaviour.</li> </ul> <p>Module 2: Phases and models of negotiation</p> <ul style="list-style-type: none"> <li>- 1. Models of negotiation: by position, by principles, by situation. - 2. Phases of negotiation - 3. Negotiation preparation.- 4. Conducting the negotiation.- 5. The agreement: finalisation of the negotiation.</li> </ul> <p>Module 3: Negotiation strategies.</p> <ul style="list-style-type: none"> <li>- 1. Manipulation: techniques and limits.- 2. The cultural impact on the negotiation approach.- 3. The exit position: opening strategies. - 4. Reasoning in terms of alternative.- 5. Negotiation and the gender perspective: do we negotiate equally?</li> </ul> <p>Module 4: The psychological dimensions of negotiation.</p> <ul style="list-style-type: none"> <li>- 1. Types of negotiation: distributive/conflictual and integrative.- 2. Dosage of competition-cooperation.- 3. Attitude and situations that lead to competitive or cooperative negotiation.</li> </ul> <p>Module 5: Use of conflicts and agreements.</p> <ul style="list-style-type: none"> <li>- 1. The object of disagreement.- 2. Different stages of conflict. - 3. Principles of action.</li> </ul> <p>Module 6: Exits from deadlocked situations.</p> <ul style="list-style-type: none"> <li>- 1. Definition of limits.- 2. Exit boundary.- 3. Target zone.- 4. Breakthrough limit.- 5. Combination of limits of the negotiating parties.</li> </ul> <p>Module 7: Contribution of neuro-linguistic programming to negotiation.</p> <ul style="list-style-type: none"> <li>- The use of neuro-linguistic programming in negotiation processes. - 2. The linguistic aspect of communication.</li> </ul>
1237	Family Business	People linked to a family business must be located in different areas of activity, being able to perform a single, double or triple role. This can lead to a series of interpersonal conflicts that appear in the decision-making related to the family business (professional trajectories, intergenerational coexistence, management of dividends, etc.). Knowing these aspects is key to preventing the appearance of these conflicts and, in case they appear, to manage them properly.	<ol style="list-style-type: none"> <li>1. Family business</li> <li>2. Strategy and organization. Mission, vision, values</li> <li>3. Property, Government, Direction, Family</li> <li>4. Intergenerational integration</li> <li>5. Conflict management</li> <li>6. Aspects to consider ...</li> <li>7. You, business model</li> </ol>
1226	Business Consulting	This course provides a close view of the business consulting sector and helps you determine what you need to understand its dynamics and start your own consulting business. For example, suppose you aim to work for an established consultancy firm instead of developing an entrepreneurial activity. In that case, the course also helps you get initial knowledge about how the sector works.	<p>Chapter 1: Consulting as a profession.</p> <p>Chapter 2: The business of professional consulting. Business models.</p> <p>Chapter 3: Consulting as an entrepreneur.</p> <p>Chapter 4: Methodologies and customer life cycle.</p> <p>Chapter 5: Examples of best practices.</p>
1227	Digital Marketing Communication	The main objective of the course is to understand the current state of the art in digital marketing communications and to learn: <ul style="list-style-type: none"> <li>• How are communications built in the new digital ecosystem?</li> <li>• How can companies use the available big data on customer trends and competitive actions to improve their communication strategy?</li> <li>• How can interactive digital communication be built to improve customer engagement?</li> <li>• How can the company communicate so that the receiver will perceive the message correctly?</li> <li>• How can the company use the feedback through two-way communications with the customer to improve communication performance and retain customers?</li> <li>• How can companies measure the effectiveness of their digital marketing communications?</li> </ul>	<p>Topic 1: From Traditional Communications to the New Digital Ecosystem</p> <p>Topic 2: Big Data as a source of company's processes optimization</p> <p>Topic 3: Creating an interactive dialog with the customers through digital media</p> <p>Topic 4: Integrated marketing communications (IMC) across multiple digital channels</p> <p>Topic 5: Leveraging the IMC capability to serve customer needs better</p> <p>Topic 6: Measuring the IMC positive effect on a company's performance</p>

1231	<b>Financial auditing</b>	<p>The content of this course aims to make known in a practical way the legal framework, the technical standards and the procedures used to carry out the audit activity. It is not intended to be able to train technical and expert auditors, something that can only be acquired with experience and adequate continuous training, but to know the usefulness of audit reports, the responsibilities of auditors, the techniques used in carrying out their activity etc. At the end of the subject, students will know the function of the auditor and the role that auditing plays in the reliability of the financial statements of companies.</p>	<ol style="list-style-type: none"> <li>1. The legal environment of the audit.</li> <li>2. Know the most relevant aspects of the law and the audit regulations.</li> <li>3. Auditing standards (of a general nature, on the execution of work and on the preparation of reports)</li> <li>4. Know the main auditing standards, mainly those that refer to the execution of the work and the preparation of the report.</li> <li>5. Internal Control.</li> <li>6. Know what "Internal Control" means and the importance of this concept in the development of the audit.</li> <li>7. Development of an audit: Planning and Analytical Review.</li> <li>8. Know the importance of planning and analytical review. Carry out practical cases of analytical review.</li> <li>9. Audit of specific areas.</li> <li>10. Know the audit procedures that are carried out in some specific areas (Fixed assets, customers, suppliers, ...)</li> <li>11. Audit reports.</li> <li>12. Know the different types of audit reports and exceptions. The main objective is to know how to interpret an audit report and write it based on the conclusions obtained after carrying out the audit procedures.</li> </ol>
1230	<b>Sport Management (on line)</b>	<p>The subject of the subject intends to arouse the interest of the students in the management of organizations, equipment and projects in sectors such as competitive sports, recreational sports, sports, sports educational, sports tourism or sports entertainment.</p>	<ol style="list-style-type: none"> <li>1. The environment of sport</li> <li>2. Management of sports activities and events</li> <li>3. Design and management of sports facilities</li> <li>4. Safety and sports protocol</li> <li>5. Sports law</li> <li>6. Sports marketing</li> <li>7. Sports 2.0. Social Networks in the Sports Entity</li> </ol>
1222	<b>DEFI: Decentralized finances and cryptoeconomics</b>	<p>Blockchain technology is creating a great revolution in many sectors. We have seen the Financial sector explode with DEFI (decentralized finance), the Art sector with NFTs and metaverses, or the Gaming sector with the new "play to earn" paradigm. The objective of this course is to provide students with the basic knowledge that will serve as a learning base to be able to develop a career in the field of decentralized finance and blockchain technology.</p>	<p>Topic 1: Blockchain, the technology behind the revolution.  Topic 2: Impact of technologies in the financial sector  Topic 3: Financial Assets and Crypto Assets (trading)  Theme 4: NFT and metaverses  Topic 5: Gaming  Topic 6: Application of Artificial Intelligence  Topic 7: DAO decentralized Autonomous Organizations</p>