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BARCELONA

COURSE CONTENT

Bachelor's Degree in Tourism
Academic Year [2024/25]

Code - Course	064543 – Corporate Acceleration and Innovation				
Type	Elective		Year	4 th	
Thematic Area	Digital Business		Credits	4.5 ECTS	
Teacher in charge of the course					
In-class	45 hours	Teacher-led	30 hours	Individual	38 hours

BRIEF COURSE DESCRIPTION

This subject will help students understand the real context of corporate acceleration in innovation and entrepreneurship as well as its main players.

The current market has rapidly increased its dynamism, embraced change, growth and the need to adapt to changing demands, this is why the most powerful and prepared companies have started to incorporate innovation and internal entrepreneurship within their structure, moved by the awareness of their potential and of the need to innovate to survive in this new global market.

The subject will help students unleash their innovative spirit and apply it with a clear scope. Starting from the fundamental skills acquired to be able to use disruptive creativity techniques and to put into practice agile creation methodologies, the subject has a participative and practical focus and will enable students with the knowledge to set up a modern business.

Students will be able to fully develop their creativity and have resources to be part of any innovation- oriented organization and decisively contribute to its progress and growth.

BASIC SKILLS

BS03- Students must be able to collect and interpret important information (in their study field) in order to formulate judgments with reflections on important social, scientific and ethical issues.

LEARNING OBJECTIVES

1. Be aware of the importance of mobility in tourism and know the main agents involved, as well as policies and instruments for its management.
2. Develop skills related to the planning, organization and management of the operation of tourist establishments.



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3. Develop skills related to innovation and creativity for the creation of tourism products and services.

ACADEMIC CONTENTS

1. PART I: Introduction to corporate collaboration models with startups. (1 ECTS)
 - 1.1. What models of collaboration exist?
 - 1.2. What model am I interested in?
 - 1.3. Business Plan
 - 1.4. Business Model Canvas
2. PART II: Financing my project. (1 ECTS)
 - 2.1. Private financing
 - 2.2. What types of investors are there?
 - 2.3. How to get private financing?
 - 2.4. Public financing
 - 2.5. Financial needs roadmap
3. PART III: Dissemination of the project to the market. (1 ECTS)
 - 3.1. Ways of dissemination of the project?
 - 3.2. Types of project presentations
 - 3.3. Work project presentation
4. PART IV: Events, forums and competitions for Startups. (1 ECTS)
 - 4.1. What types of events are there?
 - 4.2. How to differentiate which events interest me?
 - 4.3. How do I present my project?
 - 4.4. Prepare pitch project
 - 4.5. Presentation of the project
5. PART V: Should I start a startup or not? (0.5 ECTS)
 - 5.1. Aspects to consider when deciding to start a business
 - 5.2. Reflections and experiences of entrepreneurs

LEARNING METHODOLOGY

The learning methodologies planned for the subject combine a number of processes being the most remarkable the cognitive methods related to the comprehension of the principles of tourism and the global tourism system as well as the inclusion of a set of skills, mainly technical.

The activities and methodologies -both group and individual- designed for this subject are the following:

- Lectures
- Case studies



- Guided discussions
- Practical exercises
- Problem-based learning

ASSESSMENT SYSTEM

The assessment system measures the student's achievement of learning outcomes regarding the subject's competences and contents.

Students may choose continuous assessment or single assessment:

Continuous Assessment: the teaching-learning process is assessed by a continuous monitoring of the work done by the students throughout the course and a final individual examination. Students must attend classes in order to be assessed by continuous assessment.

Single Assessment: for those students who cannot come to class regularly, they can choose to be assessed by single assessment. The teaching-learning process is assessed by means of the assessment of all activities and in-person individual examination at the end of the course.

To qualify for this form of assessment, students must apply within the first 15 days of the start of the course through the assessment section of Virtual Campus.

The assessment activities planning will be public for the students from the start.

Activities	Type	Continuous	Single	Week deadline
Activity 1	Individual/Group	10%	10%	Week 4
Activity 2	Individual/Group	10%	10%	Week 8
Activity 3	Individual/Group	10%	10%	Week 14
Activity 4	Individual	10%	10%	Week 14
Class participation	Individual	10%	-	-
Final Exam	Individual	50%	60%	Exam Week
Total		100%	100%	

To pass the course, it is mandatory to have obtained a minimum final grade of "5", as long as the student has completed the individual exam/s or work/s established in the course. This exam/s or final work/s must be graded with a minimum of "4" in



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order to be able to calculate the average of all the assessment activities carried out during the course.

Revision and Reassessment of the Course

The student has the right to revise all the evidences that have been designed for the assessment of learning.

If a student fails to achieve the learning objectives of the course, in order to opt for the subject reassessment, it will be necessary to have obtained a final grade of the subject between "4-4.9", and to have attended the individual final exam/s or final work/s of the course.

The reassessment process will only involve the modification of the final grade in the case that the new assessment activity is passed and, in any case, the maximum grade will be "5". This grade will be averaged with the other grades of the assessment activities carried out by the student during the corresponding academic period, considering the percentages established in each subject, setting the final grade for the course.

REFERENCES

Brad Feld, Jason Mendelson (2015) Cómo cerrar rondas de financiación con éxito. Ed. Libros de Cabecera

Ben Horowitz (2017) Emprender y liderar una startup: El duro camino hasta el éxito. Ed. Libros de Cabecera

Luis Martín Cabiedes (2015) ¿Tienes una startup? Todas las claves para conseguir financiación. Ed.Plantealibros.com

Manzanera, A. (2012) Finanzas para emprendedores: Todo lo que necesitas saber para encontrar financiación y convertir tu idea en negocio. Ed. Deusto.

Steve Blank (2013) El manual del emprendedor: La guía paso a paso para crear una gran empresa. Ed. Gestion 2000

Alexander Osterwalder, Yves Pigneur (2010) Business Model Generation: Handbook for Visionaries, Game Changers, and Challengers (Strategyzer)