



Code - Course	481103 – Organization of creative and innovative companies				
Type	Basic training			Year	1 st
Thematic Area	Business			Credits	6 ECTS
Professor in charge of the course					
In-class	60 hours	Teacher-led	40 hours	Individual	50 hours

BRIEF COURSE DESCRIPTION

The course of "Organization of Creative and Innovative Companies" is designed to provide an in-depth understanding of the essential principles and practices that foster creativity and innovation in the business environment, especially in the area of marketing and events

In the first part of the course, the fundamentals of creativity and innovation in the business context are addressed, presenting various organizational models and structures that promote creativity and innovation, such as the Business Model Canvas.

The second part of the course focuses on explaining the skills necessary to manage and lead creative teams. Students will learn the essential characteristics of creative teams and how to form them, in addition to leadership techniques specifically designed to inspire and manage multidisciplinary and creative teams. Effective methods for resolving conflicts and maintaining motivation within these teams will also be covered.

Furthermore, knowledge will be imparted on tools and techniques to promote innovation in companies, such as Design Thinking and/or agile methodologies, as well as techniques for generating and developing innovative ideas and managing the innovation lifecycle, from ideation to implementation and evaluation.

Finally, the course explores success and failure cases in creative and innovative companies, analyzing examples of companies such as Airbnb, Google, and Pixar, with the aim of identifying the factors that contribute to success and/or failure in these companies, considering factors such as the impact of innovation on sustainability and corporate social responsibility.

This course will not only prepare students to face the challenges of the current business environment but will also inspire them to be agents of change within any organization, especially in marketing and events sector.



LEARNING OUTCOMES

The learning process designed for this course allows students to achieve the following Subject Related Learning Outcomes:

M01C2- Recognize the potential of the market and the experience industry in a national and international context.

M01H5- Indicate new knowledge and attitudes with creative capacity.

M01S6- Explain the importance of business ethics and corporate social responsibility.

M01H7- Interpret the evolution of the environment and its adaptation to new situations.

Likewise, these contribute to the achievement of the following Degree Learning Outcomes: *TC06, TC07, TH01, TH04, TH05, TH11, TS01, TS03, TS04, TS07, TS09, TS12*. They are all available for consultation [in this link](#).

ACADEMIC CONTENTS

1. Fundamentals of creativity and innovation in the business context.
 - 1.1. Basic concepts of creativity and innovation.
 - 1.2. Differences between creativity and innovation.
 - 1.3. Relevance of creativity and innovation in tourism.
2. Organizational models and structures that foster creativity and innovation.
 - 2.1. Business Model CanvasPatterns.
 - 2.2. Business Model.
 - 2.3. Business Model Design Techniques.
 - 2.4. Business Model Strategy.
 - 2.5. Omnichannel.
3. Skills to manage and lead creative teams.
 - 3.1. Characteristics of Creative Teams.
 - 3.2. Leadership techniques for creative teams.
 - 3.3. Conflict resolution and motivation in creative teams.
4. Tools and techniques to promote innovation in tourism companies.



- 4.1. Design Thinking and agile methodologies .
- 4.2 Ideation and concept development techniques.
- 4.3. Innovation life cycle management.
5. Success and failure cases in creative and innovative companies.
 - 5.1. Case studies of companies such as Airbnb, Google, and Pixar.
 - 5.2. Key success factors and common causes of failure .
 - 5.3. Impact of innovation on sustainability and social responsibility .

LEARNING METHODOLOGY

The learning methodologies related to this course include a wide window of different actions to set off its learning outcomes, which mean a development of different kinds of capacities referred to the learning of processes and attitudes applicability in the organization's environment based on the following activities:

- Lectures.
- Case studies.
- Directed debate.
- Practical exercises.
- Problem-based learning.

ASSESSMENT SYSTEM

The assessment system measures the student's achievement of learning outcomes regarding the subject's learning outcomes 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 ¹
Business Model Canvas Presentation	Group	30%	-	3 rd week
Innovation in Business Models	Group	30%	-	8 th week
Final Exam	Individual	40%	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 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 evidence 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 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

Books

Ash Maurya, (2012). Running lean: iterate from plan A to a plan that works, O'Reilly Media, Inc.

Blank, S. 2013. "Why the lean startup changes everything." Harvard Business Review. file:///C:/Users/PC-21/Downloads/Why%20the%20lean%20startup%20changes%20everything%20(HBS%20article).pdf

¹ The week deadline is an estimation which may be subject to changes that may prompt modifications to the planning or context of the syllabus.



Design Thinking Comes of Age by Jon Kolko FROM THE SEPTEMBER 2015 ISSUE.
Harvard Business Review.

Eric Ries, (2011). The Lean Start up: how constant innovation creates radically successful businesses, Portfolio Penguin.

John Mullins, Randy Komisar (2009). Getting to plan B: Breaking through to a better business model, Harvard Business Press.

Steve Blank, Bob Dorf (2012). The start up owner's manual: the step-by-step guide for building a great company, K&S Ranch.

Resources online

The Four Biggest Challenges Digital Platforms Need to Address. Jul 8, 2019. MIT IDE Paula Klein, Editor <https://medium.com/mit-initiative-on-the-digital-economy/the-four-biggest-challenges-digital-platforms-need-to-address-a842413ee3c7>

'How to' Pitch Slide Deck:

One of the most popular how to slide decks: <http://www.slideshare.net/Sky7777/the-best-startup-pitch-deck-how-to-present-to-angels-v-cs?related=1>

From our friends at Barcinno (structure was used e.g. for Club Kviar): <http://www.slideshare.net/Barcinno/the-perfect-startup-pitch-deck-24239339?related=2>

More advice on how to create a pitch deck: <http://www.slideshare.net/ryanspoon/how-to-create-an-early-stage-pitch-deck>

Videos of Venture Pitches: https://www.youtube.com/watch?v=XSk3xO2-3rE&list=PLuaXCn-rFmCi04BXWge0rJV_hj0z-KQpA