

**SUBJECT SYLLABUS
ACADEMIC OVERVIEW
INTERNATIONAL SCHOOL OF ECONOMIC & ADMINISTRATIVE SCIENCES**

COURSE NAME AND CODE: Innovative Global Industries (81112)

PROGRAM:

Bachelor of Business Administration (BBA)

Bachelor of International Marketing & Logistics Administration (BIMLA)

LEVEL OF STUDY: Undergraduate Programme

GENERAL ACADEMIC INFORMATION					
LATEST UPDATE	2020-2				
ACADEMIC DEPARTMENT	Innovation & Entrepreneurship				
SUBJECT TYPE	Mandatory				
LANGUAGE	Spanish				
SEMESTER	Programme	Semester			
	BBA	4			
	BIMLA	3			
NUMBER OF ACADEMIC CREDITS	2				
HOURS OF ACADEMIC WORK	96	CONTACT HOURS	32	HOURS OF INDEPENDENT/AUTONOMOUS WORK	64

LEARNING PREREQUISITES	<ul style="list-style-type: none">N/A					
INTERNATIONAL COMPONENT	<ul style="list-style-type: none">N/A					
SUSTAINABLE DEVELOPMENT GOALS (SDG)	SDG: 8. Decent Work and Economic Growth					
COURSE DETAILS						
COURSE DESCRIPTION	<p>The fourth industrial revolution is currently underway and is expected to significantly affect the way people live and consequently change society in various aspects. The ICT-based convergence industries of the fourth industrial revolution are in line with different fields such as autonomous vehicles, light and resistant materials, robotics, 3D printing, biotechnology, analytics and digital economy. Companies such as Deloitte, Gartner, IBM, IEEE and Red Hat, presented IoT technologies, Big data, Cloud, 3D printers, smart health, smart machines, chat bots and Blockchain as the future of the main technological trends. The fourth industrial revolution refers to a series of automated systems with automatic data exchange and technological manufacturing capabilities that optimizes the day-to-day life of the human being. Therefore, it is important that students are aware of the changes that will happen in the near future through the fourth industrial revolution and are prepared for it, finding opportunities to improve and shape current technologies to apply it to business and improve people's lives.</p> <p>GENERAL OBJECTIVE Provide a space for the recognition of trends and opportunities to innovate in national and international markets, proposing innovative solutions to the challenges of Industry 4.0.</p>					
KEY WORDS:	Entrepreneurship, Business creation, entrepreneurial spirit, Design Thinking.					
COMPETENCES DEVELOPED	EICEA ILOS or Programme ILOS	Course ILOS	Type	Content	Teaching and Learning strategy	Assessment Method
	ILO01 ILO02	Identify traits of the entrepreneurial character, recognizing	Knowledge	-Visualize change as an opportunity for innovation and strategic management of innovation.	Challenge Based Learning	Formative Assessment

ILO03 ILO04 ILO05 BBA ILO07 BIMLA ILO08 GAS ILO06	themselves as strengths or weaknesses associated with the purpose of life.		-Know the new management skills to face the change within Industry 4.0. -Develop projects that allow identifying opportunities for digital transformation in Industry 4.0		
	Identify traits of the entrepreneurial character by recognizing themselves as entrepreneurs.	Skill			Formative Assessment
	Define the concepts of entrepreneur, entrepreneurship, spirit and entrepreneurial skills	Knowledge		Discovery Based Learning	Formative Assessment
	Identify the actors of the entrepreneurship ecosystem and the way in which they are articulated to support entrepreneurs and make entrepreneurship viable.	Skill			Formative Assessment

ILO01: Global Vision: Demonstrate an understanding of multicultural environments both in local and global contexts.

ILO02: Critical Thinking: Evaluate information using critical and analytical reasoning to address changing economic and business situations.

ILO03: Teamwork: Understand and work with others of different backgrounds to solve problems, develop meaningful relationships, and share knowledge.

ILO04: Ethics & Social Responsibility: Demonstrate awareness of ethical issues in business environments and contribute to the improvement of social conditions.

ILO05: Business Analytics: Interpret data sets according to their different patterns, trends and scenarios using analytical tools that create value in organizations.

BBA ILO07: Entrepreneurship & Innovation: Apply and improve management practices for established companies or student start-ups, using entrepreneurial spirit and creative thinking.

	<p>BIMLA ILO08: Understanding marketing tendencies and demonstrating ability to identify critical components in value chains.</p> <p>GAS ILO06: Apply technical skills associated with culinary arts and management, food studies, and applied culinary science.</p>
BIBLIOGRAPHY	