

**COURSE DATA****DATA SUBJECT****Code:** 42816**Name:** Seminar on transferable skills**Cycle:** Master's Degree**ECTS Credits:** 4**Academic year:** 2026-27**STUDY (S)**

Degree	Center	Acad. year	Period
2132 - Master's Degree in Creating and Managing Innovative Companies	Facultat d'Economia	1	Annual

SUBJECT-MATTER

Degree	Subject-matter	Character
2132 - Master's Degree in Creating and Managing Innovative Companies	Seminars	COMPULSORY

COORDINATION

MIQUEL ROMERO MARIA JOSE

SUMMARY

The course aims to provide students with basic knowledge in areas and cross-cutting subjects for business management.

The aim is for the student to become familiar with key aspects for the appropriate management of organizations.

Among the basic areas that will be covered by the Seminars of transversal competences are

- . Project Management Tools
- . Personal brand
- . Professional Network Management
- . Communication skills
- . Social media and online marketing for companies

PREVIOUS KNOWLEDGE**RELATIONSHIP TO OTHER SUBJECTS OF THE SAME DEGREE**

There are no specified enrollment restrictions with other subjects of the curriculum.

**OTHER REQUIREMENTS**

Not required

COMPETENCES / LEARNING OUTCOMES**2132 - Master's Degree in Creating and Managing Innovative Companies**

Conocer a fondo la labor desempeñada por los agentes del entorno institucional que suministran apoyo al emprendedor y la creación y gestión de empresas innovadoras.

Desarrollar la iniciativa emprendedora

DESCRIPTION OF CONTENTS**1. Marketing****2. Communication skills****3. Personal Branding****4. Development of Digital Skills****5. Agile -Scrum Methodologies****WORKLOAD****PRESENCIAL ACTIVITIES**

Activity	Hours
Seminar	30,00
Total hours	30,00

NON PRESENCIAL ACTIVITIES

Activity	Hours
Attendance at other activities	10,00
Individual or group project	30,00
Independent study and work	10,00



Preparation of lessons	0,00
Preparation for assessment activities	0,00
Resolution of case studies	20,00
Total hours	70,00

TEACHING METHODOLOGY

Teaching methodology of experimentation and active participation of students.
Application of role-playing techniques
Teamwork in the classroom.

EVALUATION

Completion and delivery of work: 80% of final grade.
Compulsory attendance: 20% final grade. Failure to attend 20% of the seminars, whether justified or not, will result in the FAILURE of the module.

Teaching and exams will be conducted in Spanish.

REFERENCES

- -Centros Europeos de Empresas Innovadoras de la Comunidad Valenciana (CEEI CV) (2012). Marca Personal. CEEI CV -Piqueras Gómez de Albacete, C. (2022). Construye tu Elevator Pitch. Vende tu idea en menos de sesenta segundos. PROFIT EDITORIAL -Richardson, J.; Arthur, M.; Khapova, S.N.(2016). An Intelligent Career: Taking Ownership of Your Work and Your Life. OUP USA