

[GOH205] NEW EMERGING SECTORS

GENERAL INFORMATION

Studies	DEGREE IN INDUSTRIAL ORGANIZATION ENGINEERING		Subject	Strategy and Innovation	
Semester	1	Course	4	Mention / Field of specialisation	???
Character	OPTIONAL		Modality	Adapted Face-to-face	
Plan	2017	Hours/week	5.28	Language	ENGLISH
Credits	6	Total hours	95 class hours + 55 non-class hours = 150 total hours		

PROFESSORS

VIVAR SIMON, MARIA
ANITUA AZCARATE, GERMAN

REQUIRED PREVIOUS KNOWLEDGE

Subjects	Knowledge
(No specific previous subjects required)	(No previous knowledge required)

SKILLS

VERIFICA SKILLS

SPECIFIC

GOC401 - To analyse organisational problems with a global vision, drawing their boundaries on the basis of strategic, logistic or economic principles and technology requirements, and considering different alternative solutions

GOC402 - To analyse a business sector through a strategic diagnosis (to contribute to the definition of an organisation's strategic positioning)

GENERAL

GOCT01 - To suggest the launch of new products, identifying the suitable actions for adequate planning, manufacture and management and minimising their environmental impact throughout their life cycle.

GOCT02 - To define, plan and control projects with regard to main limitations (time, deadlines, costs, resources)

ENAEE LEARNING RESULTS

ENAEE LEARNING RESULTS	ECTS
ENAE06 - Analysis in engineering: Ability to apply their knowledge and understanding in analysing product, process and method engineering.	0,6
ENAE08 - Engineering projects: Ability to apply their knowledge in the development and completion of projects which meet specific requirements.	1,2
ENAE11 - Research & innovation: Ability to design and carry out experiments, to interpret data and draw conclusions.	0,9
ENAE16 - Practical application of engineering: To be aware of the implications of the practical application of engineering.	0,9
ENAE19 - Transversal competences: Demonstrate that they are aware of the responsibility implied in the practical application of engineering, the social and environmental impact, and show commitment with professional ethics, responsibility and regulations of the practical application of engineering.	1,2
ENAE20 - Transversal competences: Demonstrate that they are aware of entrepreneurial practices and project management, in addition to risk control and management and understand their limitations.	1,2

Total: 6

LEARNING RESULTS

RG0402 [!] *Expone y argumenta los sectores empresariales emergentes existentes.*

LEARNING ACTIVITIES	CH	NCH	TH
Development, writing and presentation of memorandums, reports, audiovisual material, etc. Relating to projects/POPBLs carried out individually or in teams	20 h.	10 h.	30 h.
Individual study and work, tests and evaluations and check points	5 h.	10 h.	15 h.
Individual and team exercises	10 h.	5 h.	15 h.
Classroom presentations of relevant concepts and procedures in participatory environments	15 h.		15 h.

EVALUATION SYSTEM	W	MAKE-UP MECHANISMS
Individual written and oral tests to assess technical skills of the subject	15%	Individual written and oral tests to assess technical skills of the subject
Technical skills, involvement in the project, finished work, obtained results, handed documentation, presentation and technical defence	85%	

CH - Class hours: 50 h.
NCH - Non-class hours: 25 h.
TH - Total hours: 75 h.

RG0403 [!] *Realiza diagnóstico estratégicos de sectores industriales y plantea diferentes alternativas estratégicas para hacer competitiva y sostenible una organización.*

LEARNING ACTIVITIES

	CH	NCH	TH
Development, writing and presentation of memorandums, reports, audiovisual material, etc. Relating to projects/POPBLs carried out individually or in teams		30 h.	30 h.
Individual and team solving of exercises, problems, and practices	45 h.		45 h.

EVALUATION SYSTEM

Individual written and oral tests to assess technical skills of the subject

W

100%

MAKE-UP MECHANISMS

(No mechanisms)

CH - Class hours: 45 h.
NCH - Non-class hours: 30 h.
TH - Total hours: 75 h.

CONTENTS

1- Reality of the sectors (production vs. demand) 2- Technology life cycle 3- Emerging sector & European strategies 4- Emerging technologies 5- Megatrends 6- From analysis to practice

LEARNING RESOURCES AND BIBLIOGRAPHY

Learning resources

Video projections
Slides of the subject
Moodle Platform
Technical articles
Class presentations

Bibliography

EUROPEAN CLUSTER OBSERVATORY (2012) Report on the methodology for their classification and on the most active, significant and relevant new emerging industrial sectors, Disponible en: https://ec.europa.eu/research/industrial_technologies/pdf/emerging-industries-report_en.pdf

CONFEDERACIÓN DE EMPRESARIOS DE ANDALUCIA (CEA) Guía fomento de iniciativas empresariales en sectores emergentes. Disponible en: <http://upoemprende.upo.es/media/upload/2012/11/09/CEA%20Sectores%20emergentes.pdf>

GOBIERNO VASCO (2014) PCTI EUSKADI 2020: Una estrategia de especialización inteligente, Disponible en: https://www.irekia.euskadi.eus/uploads/attachments/5585/PCTI_Euskadi_2020.pdf

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BELLO, C. y MUÑOZ, J.C (2009) Las megatendencias sociales actuales y su impacto en la identificación de oportunidades estratégicas de negocios, México: FEMSA

NAVARRO, M. (2013) Estrategias de especialización inteligente, Revista Vasca de Economía (Ekonomiaz), Nº 83, V.2.