

29980 - Management in the industry 4.0

Información del Plan Docente

Academic Year	2017/18
Faculty / School	110 - Escuela de Ingeniería y Arquitectura
Degree	434 - Bachelor's Degree in Mechanical Engineering
ECTS	4.0
Year	4
Semester	Half-yearly
Subject Type	Optional
Module	---

1.General information

1.1.Introduction

1.2.Recommendations to take this course

1.3.Context and importance of this course in the degree

1.4.Activities and key dates

2.Learning goals

2.1.Learning goals

2.2.Importance of learning goals

3.Aims of the course and competences

3.1.Aims of the course

3.2.Competences

4.Assessment (1st and 2nd call)

4.1.Assessment tasks (description of tasks, marking system and assessment criteria)

5.Methodology, learning tasks, syllabus and resources

5.1.Methodological overview

The methodology followed in this course is oriented towards achievement of the learning objectives. It is based on participation and the active role of the student favors the development of communication and decision-making skills. A wide range of teaching and learning tasks are implemented, such as lectures, guided assignments, laboratory sessions, autonomous work, and tutorials.

Students are expected to participate actively in the class throughout the semester.

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Further information regarding the course will be provided on the first day of class.

5.2.Learning tasks

The course includes 6 ECTS organized according to:

- Lectures (0.8 ECTS): 20 hours.
- Problems and technical cases (0.8 ECTS): 20 hours.
- Guided assignments (1.44 ECTS): 36 hours.
- Autonomous work (0.8 ECTS): 20 hours.
- Exams (0.16 ECTS): 4 hours.

5.3.Syllabus

Modules:

- New economic and business environment and implications
- Appropriation of the value of innovations
- Open Innovation
- Technological Ecosystems
- The organization of the digital company
- The strategy in the digital economy
- Marketing in the digital economy

5.4.Course planning and calendar

For further details concerning the timetable, classroom and further information regarding this course please refer to the "Escuela de Ingeniería y Arquitectura " website (<https://eina.unizar.es/>)

5.5.Bibliography and recommended resources

[BB: Basic Bibliography / BC: Additional Bibliography]

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[BB] Brickley James A; Clifford W. Smith; Jerold L. Zimmerman (2016): "Managerial Economics and Organizational Architecture". Ed. Mc Graw Hill

- [BB] Frank, Malcolm; Ben Pring; Paul Roehrig (2014): "Code Halos. How digital lives of people, things and organizations are changing the rules of business". Ed. Wiley
- [BB] Frank, Malcolm; Ben Pring; Paul Roehrig (2017): "What To Do When Machines Do Everything: How to Get Ahead in a World of AI, Algorithms, Bots, and Big Data". Ed. Wiley.
- [BB]Schaefer, Mark W. (2012): "Return on influence". Ed. Mc Graw Hill