

Academic Year/course: 2022/23

## 63296 - Innovation and Classroom Research in Administration, Marketing, Tourism Management, Community Service and Job Orientation

### Syllabus Information

**Academic Year:** 2022/23

**Subject:** 63296 - Innovation and Classroom Research in Administration, Marketing, Tourism Management, Community Service and Job Orientation

**Faculty / School:** 107 - Facultad de Educación

**Degree:** 584 -  
602 -

**ECTS:** 4.0

**Year:** 1

**Semester:** Second semester

**Subject Type:** Optional

**Module:**

### 1. General information

### 2. Learning goals

### 3. Assessment (1st and 2nd call)

### 4. Methodology, learning tasks, syllabus and resources

#### 4.3. Syllabus

- Innovation, evaluation and research as improvement processes.
- Impact of innovation processes on different agents.
- Design of innovative teaching proposals.
- The role of the teacher and the teaching team in innovation processes.
- Basic educational research and evaluation methodologies and techniques.
- Research, innovation and evaluation project designs.
- Teamwork in innovation, evaluation and research projects.

#### 4.5. Bibliography and recommended resources

<https://psfunizar10.unizar.es/br13/egAsignaturas.php?codigo=63296>