

## SUBJECT: Entrepreneurship and Innovation

### SUBJECT IDENTIFICATION

<b>Code</b>	CS0P09	
<b>Type</b>	Elective course	
<b>Character</b>	Group tuition	
<b>Speciality/itinerary/instrument</b>	Performance /Jazz and Contemporary Music / All instruments and voice	
<b>Main subject</b>	Complementary training	
<b>Period of time</b>	4 <sup>th</sup> Course	
<b>Number of credits</b>	3 ECTS	
<b>Number of hours</b>	Total number: 90 hours	In-person: 36 hours
<b>Department</b>	Complementary training	
<b>Previous requirements</b>	-	
<b>Instruction language</b>	Spanish	

### RESPONSIBLE INSTRUCTOR(S)

<b>Surname and name</b>	<b>E-mail address</b>
Milohnoja Montes, Alejandro	alejandro.milohnoja@gmail.com

### COURSE LEARNING OUTCOMES

Upon completion of this course, the students will be able to:

- Provide arguments and discuss with understanding about creativity, innovation, learning and its importance within any professional activity.
- User tools and skills to research, select, interpret, and present information.
- Manage business regarding the brand registration, firms' constitution, copyright, search and selection of collaborators.
- Develop and drive in a correct way individual and group ideas, fostering skills such as teamwork, communication, problem resolution o resources management.
- Identify problems and need inside and outside the cultural and creative industries to propose and develop projects that generate value.
- Present projects within the culture and music sector, addressing the needs of the current market.

## COURSE CONTENT

Thematic Block	Themes/ Repertoire
<b>I. Creativity and surroundings</b>	Theme 1. Creativity and learning
	Theme 2. Creativity techniques
	Theme 3. Creative industries and cultural industries
	Theme 4. Creativity within the music industry
	Theme 5. Assessment of ideas
<b>II. Innovation and concepts development</b>	Theme 6. Introduction to innovation
	Theme 7. Management and strategy of innovation
	Theme 8. Development of concepts and products, creation of value
	Theme 9. Risks within innovation
	Theme 10. Concepts test, launch of products
	Theme 11. Organizations, institutions, and firms related to innovation
	Theme 12. Innovation in music
<b>III. Entrepreneurship</b>	Theme 13. Entrepreneurial mindset and social and environmental responsibility
	Theme 14. Legal framework
	Theme 15. Brands, industrial copyrights, and intellectual property
	Theme 16. Business models and value proposals
	Theme 17. Personal Brand, relationship building, partners and collaborators
	Theme 18. Projects: development, management, launch and evaluation

## STUDENT'S STUDY HOURS PLANNING

Activity type	Total hours
<b>Theoretic activities</b>	30 hours
<b>Practice activities</b>	2 hours
<b>Other mandatory training activities (seminars, workshops etc.)</b>	2 hours
<b>Test taking</b>	2 hours
<b>Student self-study hours</b>	50 hours
<b>Practice preparation</b>	4 hours
<b>Total studying hours</b>	36+84 = 120 hours

## METHODOLOGY

<b>Theoretical activities</b>	Theoretical/conceptual explanations and analysis of different examples coming from all the most relevant music styles.
<b>Practical activities</b>	Practical application of what has been studied in class through transcriptions, collective group intonation, performance with instrument, sight-reading, rhythms and melodies composition
<b>Other training mandatory activities (workshops, seminars, etc.)</b>	Thematic sessions with visiting professors

## ASSESSMENT TOOLS

<b>Theoretical activities</b>	<p><u>Participation</u>: The students must actively participate in class, proving interest and/or understanding of the content covered.</p> <p><u>Continuous evaluation</u>: The students must fulfil the requested assignments during the whole academic course, proving research ability and practice synthesis skills concerning theoretical concepts in performance.</p> <p><u>Theoretical exams</u>: The students must take at least two exams during the academic course to show the theoretical knowledge acquired.</p>
<b>Practical activities</b>	<p><u>Participation</u>: The students must actively participate in class, proving interest and/or understanding of the content covered.</p> <p><u>Continuous evaluation</u>: The students must fulfil the requested practical assignments during the whole academic course based on to team-work dynamics and also prove writing and oral skills, beside performing skills.</p> <p><u>Performance exams</u>: The students must take at least two exams during the academic course in order to show the practical skills acquired and the practical assimilation of the course contents, following the tests instructions.</p>
<b>Other educational mandatory activities (workshops, seminars, etc.)</b>	<p><u>Participation</u>: The students must actively participate in the different relevant events as considered by the instructor or by the degree coordinators.</p>

## ASSESSMENT CRITERIA

<b>Theoretical activities</b>	To apply to the performance in a reasoned way a conceptual/theoretical framework and analyse consequently examples from the most relevant music styles and from each performing technique
<b>Practical activities</b>	To prove technical and performing skills through performing tests and through technical, sight-reading and improvisation exercises that will enable the identification of problematics and the improvement and development of new tools.

**Other training mandatory activities (workshops, seminars, etc.)**

To attend and participate in the relevant events for their education (Meet the artists sessions, invited professors' sessions, concerts and rehearsals)

## GRADE DETERMINATION SYSTEM

### Grade determination system in continuous assessment

	Grade percentage
Participation	10%
Continuous assessment	30%
Mid-term exam	40%
Final exam	20%
Total	100%

### Grade determination system in cases of loss of continuous assessment right

	Grade percentage
Final exam	80%
Total	80%

### Grade determination system for the extraordinary assessment call

	Grade percentage
Retake exam	100%
Total	100%

### Grade determination system for students with disabilities

In principle, the grade determination system for students with disabilities will be carried out following the criteria set for the rest of the students, ensuring equal opportunities and conditions for all the students. However, if necessary, the instructor in charge will take into account the type of disability of the concerned student. Should the situation apply, the assessment conditions will be adapted in accordance to the limitations of the corresponding disability.

These considerations will be established once the concerned student enrolls in the corresponding courses. For the official records, the student and/or the student representative will be requested to present the corresponding disability report for the official accreditation.

	Grade percentage
Participation	10%
Continuous evaluation	30%
Mid-term exam	40%
Final exam	20%
Total	100%