

## DATOS GENERALES

<b>Curso académico</b>	Curso 2024/2025
<b>Tipo de curso</b>	Diploma de Especialización
<b>Número de créditos</b>	45,00 Créditos ECTS
<b>Matrícula</b>	0 euros (importe precio público) General price
<b>Requisitos de acceso</b>	To achieve the Diploma's goal, highly motivated, high-achieving students are carefully selected and trained to complement their primary fields of study. Students must be enrolled in a master's program at the Universitat de València or at the Universitat Politècnica de València at the time of admission to the Diploma of Specialization in Digital Technology Management. Exceptionally, students enrolled in an undergraduate degree program at the aforementioned institutions who are less than 30 credits short of their degree may be admitted.
<b>Modalidad</b>	Presencial
<b>Lugar de impartición</b>	La Harinera
<b>Horario</b>	
<b>Dirección</b>	
<b>Organizador</b>	0
<b>Dirección</b>	Manuela Pardo del Val Profesor/a Titular de Universidad. Departament de Direcció d'Empreses "Juan José Renau Piqueras". Universitat de València Pedro Miguel Carrasco Sorli Catedrático/a de Universidad. Departament de Bioquímica i Biologia Molecular. Universitat de València
<b>Plazos</b>	
<b>Preinscripción al curso</b>	Hasta 27/12/24
<b>Fecha inicio</b>	Julio 24
<b>Fecha fin</b>	Diciembre 25
<b>Más información</b>	
<b>Teléfono</b>	961 603 000
<b>E-mail</b>	<a href="mailto:informacion@adeituv.es">informacion@adeituv.es</a>

## PROGRAMA

## Trend Seminar in Digital Technology and Management

The subject "Trend Research" is composed of 2 descriptors:

1. Trend Seminar in Digital Technologies and Management, 6 ECTS.

It takes place in two phases:

¿ First, a Basic Seminar that looks at the near future, summarizes the status quo and identifies upcoming trends. An interdisciplinary approach ensures that for example technological, economic, social, political, legal and environmental trends are taken into account.

¿ Second, a Scenario Planning Seminar in which students build upon the trend analysis from the Basic Seminar and analyze the trend report topic with a perspective lying further in the future. They investigate possible developments in areas such as economy, technology, politics, law, environment or society in the future. Based on the results, the teams develop innovative products or service ideas for which technical as well as business considerations are analyzed. The teams summarize their findings in a report.

2. Facilitation I - Academic Trends and Futures Research in Interdisciplinary Teams, 3 ECTS.

Its goal is twofold:

¿ First, due to the interdisciplinary nature of the course, students with different foci in their main studies receive an introduction to topics of complementary fields of study.

¿ Second, students train soft skills and learn to apply tools and methods that are fundamental for the Trend Seminar descriptor. Since the students work in teams, the necessary soft skills that improve the performance and results in team setups are introduced. These soft skills may include topics like team dynamics, feedback sessions, reflections on team experiences and presentation skills. The taught skills aim at allowing the students to productively work in a team environment as well as to present their work results in a professional fashion in a team presentation. Students are taught how to present their research

results in a written report in an academically correct way. This includes information on how to gain access to academic information, how to structure academic works, writing style and referencing.

### Managing Product Development

---

This subject "Product Development" is composed of two descriptors:

1. Managing Product Development, 6 ECTS.

Participants are teamed up to groups of approx. 5 students with interdisciplinary background and work on a specific product development task brought in by an industry partner. During this project they get insights into important product development areas as for example:

- ¿ Idea generation techniques.
- ¿ User need study techniques.
- ¿ Techniques of market and competitor analysis.
- ¿ Mockup demonstration techniques (paper based, PowerPoint based, small program).
- ¿ Technical implementation of prototypes.
- ¿ Interdisciplinary team work.

2. Facilitation II - Skills and Tools Facilitating the Product Development Process, 3 ECTS.

Students demonstrate their progress by completing several practical assignments that are relevant to the product development cycle, e.g. creating a mockup or writing a business plan. The assignments are completed in interdisciplinary teams consisting of approximately 5 students. In addition, each team has to present the results in front of the participants of the course and the lecturers. Topics include knowledge and abilities facilitating product development, such as project management, prototyping or business planning. According lectures demonstrate tools and techniques and impart knowledge and abilities enabling the efficient and substantiated execution of the different product development cycle steps.

### Entrepreneurship Laboratory

---

This subject "Business Strategy and Entrepreneurship" is composed of two descriptors:

1. Entrepreneurship Laboratory, 6 ECTS.

¿ Introduction to challenges when founding a company: evaluating business ideas, choosing the right team, adopting the right mindset, choosing an adequate legal form and financing strategy, writing a business plan.

¿ Hands-on experience in solving strategic problems in high-tech companies and coming up with clear recommendations.

¿ Exercises and coaching in project management and structuring content in a way that it can be easily grasped by recipients.

2. Facilitation III - Professional Communication and Business Modeling, 3 ECTS.

¿ Theoretical frameworks in the areas of communication (e.g. the Minto Pyramid Principle), moderation, interview techniques, leadership, negotiation and business planning.

¿ Application of theoretical frameworks in real life and project work.

¿ Advice how to structure and design a business model and to implement it.

### Interdisciplinary International Experiences and Qualifications

---

The module consists of a stay abroad with a minimum length of 4 months. Students can either enroll in business & entrepreneurship courses within the digital technology scope, or they can join a digital / technological company as trainee (intern)

### Interdisciplinary Competences

---

A set of insights that complete the program is offered, covering topics such as:

- ¿ Technologies, Product Development and Engineering,
- ¿ Information Systems Management,
- ¿ Economics, Management and Entrepreneurship
- ¿ Ethics and Humanities
- ¿ Interpersonal Skills

### Project Management in Practice

---

Students work in teams on a concrete project within the context of the Technology Management program.

¿ Introduction to a specific project and corresponding tasks, e.g. organization of events with several stakeholders such as internal and external guests, speakers, etc.

¿ Hands-on experience in a specific project within the framework of the Technology Management program.

¿ Coaching in management of the specific project.

## PROFESORADO

---

### Pedro Miguel Carrasco Sorli

Catedrático/a de Universidad. Departament de Bioquímica i Biologia Molecular. Universitat de València

### Alicia Durán González

Universitat Politècnica de València

### Zoe Charlotte Helbing

Investigador/a no Doctor/a UV A1-Otros. Universitat de València

### Teresa Latorre Carrascosa

Universitat Politècnica de València

### Rocio Navarro Utiel

Investigador/a no Doctor/a UV A1-Otros. Universitat de València

---

**Manuela Pardo del Val**

Profesor/a Titular de Universidad. Departament de Direcció d'Empreses "Juan José Renau Piqueras". Universitat de València

---

**Pedro Sáez Martínez**

Universitat Politècnica de València

---

**Adrian Villanueva Martinez**

Investigador/a no Doctor/a UV A1. Universitat de València

## OBJETIVOS

Las salidas profesionales que tiene el curso son:

Upon completion of the diploma, students will be able to assume managerial positions in companies and institutions where innovation is a key feature. They will also have the fundamental skills to found a startup and manage it successfully.

The goal of this diploma is to develop outstanding students and prepare them for leadership positions in society. The diploma enables students to obtain hands-on skills while working together with project partners on real-world problems. After having completed the program, students will have gained experience in identifying key indicators of future trends, methods to conceptualize a first prototype, as well as frameworks to implement business processes in an entrepreneurial environment.

## METODOLOGÍA

Students are assigned to interdisciplinary teams that work independently towards fixed milestones, gain methodology and topic related knowledge in lectures and workshops, are guided by regular coaching sessions, present their results internally and to external project partners as well as get feedback on their learning outcomes.

Sample of methodologies:

¿ Lectures: External and internal lecturers from academia and industry teach the students the methodology necessary for working on their projects.

¿ Topic Workshops: Experts from different fields of industry and academia with diverse interests and views are invited to illustrate different approaches and impart insights from their professional point of view.

¿ Coaching Sessions: Teams discuss their work with the course instructors and teaching assistants and get advice for possible areas of improvement.

¿ Feedback Sessions: Students get feedback on their performance. Their written reports as well as their presentations are discussed in terms of their learning outcomes.