

Name of the SUBJECT 3.1. MANAGEMENT OF THE AMBIDEXTROUS ORGANISATION	ECTS credits 6 ECTS (150 hours), COMPULSORY
Duration, format and temporal location within the curriculum This subject will be taught throughout the third year of the degree.	
Prerequisites Not established.	
Language English/Spanish/Basque	
Core Competencies CC1. Students demonstrate possession and understanding of knowledge in an area of study that builds on the foundation of general secondary education, and is usually at a level that, while relying on advanced textbooks, also includes some aspects that involve knowledge from the cutting edge of their field of study. CC2. That students know how to apply their knowledge to their work or vocation in a professional manner and possess the competences that are usually demonstrated through the elaboration and defence of arguments and the resolution of problems within their area of study.	
Transversal Competences TC01 - COOPERATIVE. - Knows, respects and values the values of the community in which he/she lives. Pride in belonging to the community and the profession. Analyse the repercussions that actions will have on the environment. Believe in the dignity of all people and work to achieve it or to prevent it from being undermined. Participate in community activities or work, which help to overcome unjust situations. To see others with the same value as oneself. TC03 - CRITICAL AND ANALYTICAL - Ability to identify, analyse and evaluate situations, ideas and information in order to formulate responses to problems, using logic and reasoning to identify the strengths and weaknesses of possible solutions or approaches. TC07 - AWARE AND COMMITTED - Being able to self-regulate and have a realistic self-concept and balanced self- esteem, i.e. people who know themselves and their capabilities. To have a broad vision of professions and they have the capacity to express where they want to go.	

They will not arrive at closed and fixed structures, but will value self-knowledge, from where they will improve and become more and more free and independent.

General / Personal Competences:

GC1 Is able to identify his/her strengths and weaknesses in relating to others by engaging with his/her environment

GC2 Analyses in a logical manner and from different perspectives and disciplines, the complex challenges to be faced, proposing creative solutions.

GC3 Is able to cooperate to achieve a joint objective, actively seeking to create a personal and professional network.

Specific / Professional Competences:

SC2 Knows and applies the tools, processes and methodologies for the organisation, management and direction of the commercial and marketing function.

SC4 Knows and applies the tools, processes and methodologies for the organisation, management and direction of the financial function, aimed at optimising and taking advantage of opportunities.

SC8 Knows and understands the implications of new trends in the management of organisations

Learning outcomes

LO1_3 Likes to take ownership of his/her personal/professional development and take ambitious actions aimed at improving the quality of life for him/herself and others.

LO2_3 Infer creative and transformative solutions based on critical reflection.

LO3_3 Becomes aware and accepts that personal and professional development must be carried out by participating in teams and networks.

LO9_3 Is able to apply tools, processes and methodologies for the organisation, management and direction of the commercial and marketing function.

LO11_3 Is able to apply tools, processes and methodologies for the organisation, management and direction of the financial function.

LO15_2 Understands technological and non-technological trends in the management of the future

This subject offers students a journey through the exploratory side of the ambidextrous organisation. It is integrated with the aspects concerning the exploitation of the company seen in the second year. Its aim is to create new business opportunities in order to optimise the contribution of value and the competitiveness of the company.

Brief summary of contents

- Situational diagnosis of the company:
 - Competitive diagnostic tools
 - Strategic reflection
 - Economic and financial analysis
 - Talent analysis: jobs and profiles

- Competitive trends
 - Trend Identification and Analysis
 - Foresight, business intelligence
 - Critical competitiveness factors
 - Transformation of economic sectors
- Strategic development alternatives:
 - Development alternatives approach
 - Strategic prioritisation of alternatives
 - Business simulation and scenario techniques
 - Conversion to participatory models
- Support tools
 - Digital skills
 - Creativity techniques
 - SCRUM agile project management

Training activities

The training actions planned for this module are as follows:

- Challenge-based learning (1 ECTS, 25 hours)
- Cooperative work: Development, writing and presentation of group activities (1 ECTS, 25 hours)
 - Development, writing and presentation of individual work (0.5 ECTS, 12.5 hours)
 - Workshops oriented to the acquisition of specific competences (0.5 ECTS, 12.5 hours)
- Individual and group reflection activities and dynamics (0,5 ECTS, 12,5 hours)
- Community service-learning activities (0.5 ECTS, 12.5 hours)
- Accompaniment, mentoring and individual follow-up (0.5 ECTS, 12.5 hours)
- Formative feedback (0,5 ECTS, 12,5 hours)
- Project portfolio and case studies (1 ECTS, 25 hours)

Evaluation system

All subjects will be assessed by means of the continuous assessment system through which constant information is provided to both teaching staff and students on the learning process throughout the academic period. As an indication, the criteria that will govern the assessment system for the degree are as follows:

Those training activities oriented towards the acquisition of knowledge and in which individual study predominates may be evaluated with oral and/or written tests that will correspond to a maximum of 40% of the final mark.

On the other hand, those training actions aimed at the acquisition of the practical competences of the subjects will be assessed through the completion of different activities (assignments, cases, resolution of challenges, etc.), which together account for at least 60% of the final mark.

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