

ACADEMIC YEAR: 2025/2026	TRENDS IN BUSINESS MANAGEMENT		
	SUBJECT CODE: 16627	SEMESTER: ANNUAL	TYPE: ELECTIVE
CREDITS	5 ECTS		
STUDENT WORKLOAD	Contact Hours	Personal and/or Teamwork	Evaluation
	50	72	3
TEACHING LANGUAGE	English		
CO/PREREQUISITE	None		
SPECIALISM	ALL		
MODE OF DELIVERY	In-person		
FACULTY	TBC		
COURSE DESCRIPTION	<p>This elective module invites participants to explore the frontier of business practice by engaging with emerging trends that are reshaping industries, redefining value creation, and challenging traditional management paradigms. Designed as a complement to core specialisations, the course offers students the opportunity to deepen their understanding of high-impact areas that may not have been covered in their main academic track, or to explore selected topics in greater depth through the combined expertise of EADA faculty and seasoned industry professionals.</p> <p>The module is structured around two dynamic and interrelated domains: Innovation, Entrepreneurship & Managing Growth, and Digital Business. Together, they provide a platform for students to develop the mindset, tools, and strategic awareness needed to thrive in fast-changing environments—whether as entrepreneurs, corporate innovators, or digital business leaders.</p> <p>In the Innovation, Entrepreneurship & Managing Growth stream, students will explore the lifecycle of entrepreneurial ventures, from ideation to exit. They will engage with accelerated design thinking methodologies to unlock creativity and user-centric problem solving, and apply lean start-up principles to test, pivot, and refine business models in real time. The journey from business idea to business plan will be mapped through practical exercises and case studies, with attention given to financing strategies, growth management, and the challenges of scaling and selling a business. This stream is particularly relevant for those interested in launching ventures, driving innovation within existing organizations, or advising start-ups and scale-ups.</p> <p>The Digital Business stream focuses on the transformative impact of technology on business models, customer engagement, and operational strategy. Students will examine how digital transformation is unfolding across sectors, with a spotlight on sports and entertainment media management as a case study in disruption and reinvention. The course also introduces participants to the strategic use of artificial intelligence and generative AI in business, exploring how these technologies are reshaping product development, marketing, and decision-making. Through hands-on modules such as MVP hacking and the SAP B2B Tech Sales Challenge, students will gain practical experience in building digital solutions, navigating enterprise platforms, and understanding the commercial dynamics of tech-driven business environments.</p> <p>Throughout the module, participants will benefit from a blend of academic insight and real-world application. Faculty-led sessions will be enriched by guest lectures, project-based learning, and exposure to current research and market trends. The course encourages critical thinking, experimentation, and cross-functional collaboration—preparing students to anticipate change, seize opportunity, and contribute meaningfully to the future of business.</p>		
LEARNING OUTCOMES	KNOWLEDGE	RAK1	Identify the latest management theories and their applicability to a global business environment, taking into account culture, technology, and the environmental setting.
		SKILLS	RAS1
		RAS3	Create innovative solutions that integrate sustainability principles into business strategies, assessing environmental impacts and reducing the ecological footprint.
		RAS7	Incorporate cutting-edge technological solutions in their relevant areas of practice, taking into account relevant ethical considerations.

		RAS8	Build relationships with different stakeholders to foster long-term collaboration and maximize the positive impact of organizational outcomes.
	COMPETENCES	RAC2	Lead sustainable organizational change through new technologies, with a creative and strategic approach.
		RAC6	Promote responsible practices that foster regenerative growth and an ethical culture to generate a lasting positive impact.
		RAC7	Lead sustainable transformation through new technologies and sustainable business models, demonstrating a long-term commitment to environmental and social responsibility.
SDGS ADDRESSED	<input checked="" type="checkbox"/> SDG 1 – No Poverty <input checked="" type="checkbox"/> SDG 2 – Zero Hunger <input type="checkbox"/> SDG 3 – Good Health and Well Being <input checked="" type="checkbox"/> SDG 4 – Quality education <input type="checkbox"/> SDG 5 – Gender equality <input type="checkbox"/> SDG 6 – Clean water and sanitation <input type="checkbox"/> SDG 7 – Affordable and clean energy <input checked="" type="checkbox"/> SDG 8 – Decent work and economic growth <input checked="" type="checkbox"/> SDG 9 – Industry, Innovation, Technology and Infrastructure <input type="checkbox"/> SDG 10 – Reduced inequality <input type="checkbox"/> SDG 11 – Sustainable cities and communities <input checked="" type="checkbox"/> SDG 12 – Responsible consumption and production <input checked="" type="checkbox"/> SDG 13 – Climate action <input type="checkbox"/> SDG 14 – Life below water <input type="checkbox"/> SDG 15 – Life on land <input checked="" type="checkbox"/> SDG 16 – Peace, justice and strong institutions <input checked="" type="checkbox"/> SDG 17 – Partnerships for the goals		

TEACHING METHODS	<input checked="" type="checkbox"/> AF01-Lectures <input type="checkbox"/> AF02-Videos or videoconferences <input type="checkbox"/> AF03-Discussion groups or forums <input type="checkbox"/> AF04-Multimedia production <input checked="" type="checkbox"/> AF05-Reading texts and preparing reports. <input type="checkbox"/> AF06-Analysis of data or processes <input type="checkbox"/> AF07-Search for bibliographic information <input type="checkbox"/> AF08-External visits <input type="checkbox"/> AF09-Internships at centers or companies <input checked="" type="checkbox"/> AF10-Applied activities or exercises <input type="checkbox"/> AF11-Elaboration of glossaries or wikis <input type="checkbox"/> AF12-Roleplay and simulations <input type="checkbox"/> AF13-Workshops or seminars <input type="checkbox"/> AF14-Practical or laboratory activities <input checked="" type="checkbox"/> AF15- Personal study of contents <input type="checkbox"/> AF16- Development and synthesis <input type="checkbox"/> AF17- Intervention, research or interviews <input checked="" type="checkbox"/> AF18- Practical analysis of cases <input type="checkbox"/> AF19- Online interactive activities <input checked="" type="checkbox"/> AF20- Oral presentations <input checked="" type="checkbox"/> AF21- Exams or tests <input type="checkbox"/> AF22- Correction of exercises and follow-up <input type="checkbox"/> AF23- Portfolios or reflective diaries <input type="checkbox"/> AF24-Tutorials <input type="checkbox"/> AF25-Others	
STUDENT ASSESSMENT	SE01 - Class Participation SE02 - Continuous monitoring of work SE04 - Written Examination SE05 - Projects & activities	(20% min - 40% max) (0% min - 20% max) (10% min - 60% max) (10% min -40% max)
GRADING SYSTEM	Please refer to the Academic Regulations for the grading system used in the Programme and further details and for information concerning absences, participation in class, plagiarism, etc.	

16627 SUBJECT RUBRIC

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RUBRICS FOR THIS COURSE DEPEND ON THE CAREER-ORIENTED TRACK SELECTED AND WILL BE DELIVERED AT THE BEGINNING OF THE CLASS.