

IKASTURTEA/ ACADEMIC YEAR 2026/27

IKASGAIA/SUBJECT:	DUAL (Optional)	KURTSOA/COURSE:	4th
MODULUA/MODULE:	Projects/Company	KOKAPENA/LOCATION:	7th semester
ESPARRUA/SCOPE:	---	IRAUPENA/DURATION:	250 h
IZAERA/CHARACTER:	Optional	KREDITUAK/CREDITS:	10 ECTS
KODEA/CODE:	28474	HIZKUNTZA/LANGUAGE:	Basque/Spanish
PLANA/PLAN:	2024	IRAKASLEA/TEACHER:	Iñigo Gutiérrez Aramberri
AIPAMENA/MENTION:	---		

HELBURUA/AIM:	To enable students to understand the context in which innovation projects are developed—characterised by variability, uncertainty, complexity and ambiguity—and to plan, manage and successfully achieve the objectives set. Students should also understand how to protect project outcomes and be able to promote and successfully carry out entrepreneurial projects.
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IKAS-PROZESUAREN EMAITZAK/LEARNING OUTCOMES

RC1 – Develop engineering habits and skills by applying systems thinking, initiative, creativity, collaboration, communication and ethical considerations.

TYPE: Competences

RC2 – Innovate in engineering processes and products through a reflective process that uses the relevant variables governing system behaviour to optimise the solution.

TYPE: Competences

RCO7 – Understand the stages involved in developing, implementing and evaluating an engineering project focused on process and product innovation within a professional context.

TYPE: Knowledge or content

RCO8 – Acquire technical and scientific knowledge related to the development, improvement and innovation of processes and products in response to real business challenges.

TYPE: Knowledge or content

RCO9 – Understand communication techniques that enable students to be persuasive, build evidence-based arguments and use diagrams and visual tools in a real engineering context.

TYPE: Knowledge or content

RHE2 – Manage change and innovation by adapting to needs and demands, leading and creating new situations, and implementing actions that encourage the involvement of all staff, while analysing the medium-term impact of one's own actions and decisions.

TYPE: Skills

RHE3 – Work as part of a team, actively contributing to the achievement of a common goal and building interpersonal relationships based on trust and mutual support.

TYPE: Skills

RHT5 – Create environments that foster innovation by taking advantage of the opportunities offered by the innovation system.

TYPE: Skills

EDUKIAK/SYLLABUS

Elective placement to be undertaken at an organisation, with the aim of carrying out a study covering the following areas:

1. Designing a competitive intelligence system for the organisation.
2. Defining innovation strategies—business, technological, organisational, radical, incremental, etc.—and selecting the most appropriate strategy for the company at each stage.
3. Selecting potential innovation projects by applying the appropriate criteria.
4. Proposing an action plan for potential innovation projects.

IRAKASKUNTZA MOTA/TYPE OF TEACHING

	M	CP	PL	PO	SP	D
In person (hours)	0	0	0	0	0	250
Personal work (hours)	0	0	0	0	0	0

M: Master class / CP: Classroom problem-solving class / PL: Laboratory practices / PO: Computer practices / SP: Project seminars / D: Dual

BALIABIDE DIDAKTIKOAK/TEACHING METHODS

Explanatory and/or demonstrative sessions by the teacher.

Exercises carried out in the classroom with the help of the teacher.

- X Practical application through exercises, simulations, and experimentation, either individually or in groups.
- An integrative case study representative of the skills to be acquired through the module.

BIBLIOGRAFIA/LITERATURE

Depending on the work to be carried out

EBALUAZIO METODO ETA IRIZPIDEAK/EVALUATION METHODS AND CRITERIA

The assessment tests and activities for this course shall be conducted in accordance with the principles of academic integrity, honesty and ethical behaviour established in the regulations of the Elgoibar School of Dual Engineering and the EHU. Upon joining the University, students signed the Declaration of Commitment to Ethical Behaviour and Academic Integrity, thereby undertaking not to engage in plagiarism or academic misconduct, or to use unauthorised materials or devices, including artificial intelligence tools when their use has not been expressly permitted, in examinations and academic assignments. Failure to comply with these obligations may result in the academic and disciplinary consequences established in the applicable university regulations.

Continuous Evaluation System

X Final Evaluation System

OHIKO DEIALDIA/ ORDINARY CALL

0 % Written and/or oral test

0 % Completion and/or reporting of internships

0 % Report/Deliverables/Oral Presentations/Projects

100 % Carrying out activities and/or projects in the dual entity

Argibideak/Clarifications:

Assessment for this course will be based on the oral defence of a digitalisation assessment carried out by the student within the company.

The student will deliver an oral presentation of the assessment. The presentation will be evaluated by a panel using a rubric. The company tutor's assessment will also be taken into account in relation to the criteria specified in the rubric.

NOTE: FAILURE TO ATTEND EACH AND EVERY PRESENTATION HELD AS PART OF THE “ELECTIVE DUAL PLACEMENT” COURSE WILL RESULT IN A FAILING GRADE IN THE ORDINARY ASSESSMENT PERIOD. TO RESIT THE COURSE, THE STUDENT MUST COMPLETE AN ASSIGNMENT FOR EACH PRESENTATION THEY DID NOT ATTEND. THESE ASSIGNMENTS WILL BE ASSESSED DURING THE EXTRAORDINARY ASSESSMENT PERIOD.**

EZOHIKO DEIALDIA/ CALLEXTAORDINARY

0 % Written and/or oral test

0 % Completion and/or reporting of internships

0 % Report/Deliverables/Oral Presentations/Projects

100 % Carrying out activities and/or projects in the dual entity

Argibideak/Clarifications:

The same assessment criteria as in the ordinary assessment period will apply.