Advanced Topics in Strategy, Entrepreneurship, and Innovation

**Department assigned to the subject:** Department of Business Administration  
**Coordinating teacher:** PALOMERAS VILCHES, NEUS  
**Type:** Electives  
**ECTS Credits:** 5.0  
**Year:** 2  
**Semester:** 2  
**Academic Year:** (2018 / 2019)  
**Review date:** 26-04-2017

**STUDENTS ARE EXPECTED TO HAVE COMPLETED**  
Technology Management

**COMPETENCES AND SKILLS THAT WILL BE ACQUIRED AND LEARNING RESULTS.**

After this course, the student will be able to:

- To understand the behavior of companies and their strategies related to technology and innovation
- To master the mechanisms of generation, development and implementation of new technologies, both by established companies and new entrants and their organizational consequences
- To understand the entrepreneurial challenge associated with innovation

**DESCRIPTION OF CONTENTS: PROGRAMME**

Review of the main recent research lines strategy of innovation and entrepreneurship, with a special emphasis on the study of the theoretical and empirical literature on the individual, structural and contextual factors that facilitate and inhibit the generation and application of new technologies in established and entrepreneurial firms.

**LEARNING ACTIVITIES AND METHODOLOGY**

- In-depth study and analysis of the main relevant papers in the area
- Replication analysis

| % end-of-term-examination: | 40 |
| % of continuous assessment (assigments, laboratory, practicals...): | 60 |