

Academic Year: (2019 / 2020)

Review date: 30-04-2019

Department assigned to the subject: Business Administration Department

Coordinating teacher: PALOMERAS VILCHES, NEUS

Type: Electives ECTS Credits : 5.0

Year : 2 Semester : 2

REQUIREMENTS (SUBJECTS THAT ARE ASSUMED TO BE KNOWN)

Technology Management

OBJECTIVES

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 (assignments, laboratory, practicals...):	60