

Academic Year: ( 2019 / 2020 )

Review date: 08-05-2020

Department assigned to the subject: Business Administration Department

Coordinating teacher: PALOMERAS VILCHES, NEUS

Type: Compulsory ECTS Credits : 3.0

Year : 2 Semester : 2

## OBJECTIVES

- Understand the ecosystem of technological innovation
- Understand the benefits and challenges for firms to invest in R&D
- Identify the relevant variables that determine the appropriability of firms' R&D investment
- Identify the key elements of the intellectual property strategy in firms

## DESCRIPTION OF CONTENTS: PROGRAMME

1. Innovation: Definition and basic concepts.
2. Innovation: A global perspective.
3. Sources of innovation.
4. Technology evolution.
5. Technology adoption and diffusion.
6. Appropriability of innovation: Legal mechanisms.
7. Appropriability of innovation: Strategic mechanisms.

## ASSESSMENT SYSTEM

The weight of each component of the evaluation will be as follows:

- Final exam: 60%
- Partial exam: 15%
- Participation: 15%
- Case preparation: 10%

In order to compute the weighted average, the student must obtain at least 4 points over 10 in the final exam. Otherwise, the student will not pass.

<b>% end-of-term-examination:</b>	60
<b>% of continuous assessment (assignments, laboratory, practicals...):</b>	40

## BASIC BIBLIOGRAPHY

- Schilling, M. Strategic Management of Technological Innovation, McGraw Hill., 2010

## ADDITIONAL BIBLIOGRAPHY

- Shane, S. Technology Strategy for Managers and Entrepreneurs., Pearson., 2009