

Academic Year: (2019 / 2020)

Review date: 21-04-2020

Department assigned to the subject: Department of Business Administration

Coordinating teacher: PARASKEVOPOULOU , EVITA

Type: Electives ECTS Credits : 3.0

Year : 1 Semester : 2

COMPETENCES AND SKILLS THAT WILL BE ACQUIRED AND LEARNING RESULTS.

- CB6 Possess and acquire knowledge that provides a basis or opportunity to be original in the development and/or application of ideas, often in a research context
- CB8 Make the students able to integrate knowledge and face the complexity of exercising judgment from information that, being incomplete or limited, includes reflections over the social and ethical responsibilities linked to the application of their knowledge and judgments
- CB9 Make the students capable to communicate their conclusions and the knowledge and ultimate reasons that support those conclusions, to a public that may be specialized or non-specialized in a clear and unambiguous manner
- CG2 Capacity to integrate, manage, identify, organize and analyze information
- CG3 Capacity to formulate critical judgments, evaluate them, and communicate their conclusions in a clear and orderly manner
- CG4 Capacity to anticipate and adapt to new situations
- CG5 Capacity to decision making, especially under pressure
- CG7 Capacity to critical assessment
- CG8 Capacity to develop professional works in interdisciplinary and international teams
- CG11 Capacity of leadership
- CG12 Capacity of effective professional communication, both written and oral
- CG13 Capacity for using information and communication technologies
- CE12 Capacity for understanding the key issues of innovation management and anticipating to firm's technological change
- CE13 Capacity to manage the innovation process by means of different tools of innovation and technology management

Learning Outcomes:

- Capability of identifying the different sources of innovation for each industrial sector
- Capability to analyse the external economic environment in order to identify and take advantage of market opportunities
- Develop theoretical knowledge around the concept of innovation and the nature of change in order to be able to anticipate and solve problems related to the innovation process
- Understanding how the different types of innovation affect organization in its different areas, in order to implement innovation management tools that increase the value created and captured by the firms
- Understanding the determining factors of innovation and how these can be employed to create a business innovation culture
- Develop innovation projects, considering different financial sources (at national and international level)

DESCRIPTION OF CONTENTS: PROGRAMME

The contents included in this subject can be summarized in the following points:

Key concepts and issues in innovation management

- ¿ Innovation, performance and competitive advantage

- ¿ Types, dimensions and characteristics of innovation

Open debates around innovation

- ¿ Innovation Dynamics: S-curves

- ¿ Market structure and innovation

- ¿ Models and Modes of innovation

Internal Determinants of Innovation

- ¿ Knowledge: types and management

- ¿ Creativity, Control and Organizational Structure

- ¿ Firm size and innovation

External Determinants of Innovation

- ¿ Systems of Innovation and Surrounding Institutions
- ¿ Customers and users
- Industry Characteristics and differences
- ¿ High tech versus low tech
- ¿ Manufacturing versus services

LEARNING ACTIVITIES AND METHODOLOGY

TEACHING ACTIVITIES BY THEME/CONTENT/MATERIAL REQUIRED

- AF1 Theory class
- AF2 Practice Class /Case analysis
- AF3 Lecture-plus-practice
- AF5 Tutorials
- AF6 Group work
- AF7 Students' individual work

Activity

Code	Total Hours	Classroom Hours	% Student Classroom Presence
AF1	28	28	100%
AF2	28	28	100%
AF3	28	28	100%
AF5	12	12	100%
AF6	84	0	0%
AF7	120	0	0%
TOTAL	300	96	

TEACHING METHODOLOGIES BY MATTER

MD1: In class lecture aided by computer and audiovisual tools, in which the course's main concepts will be developed, and the main literature will be provided.

MD2: Critical reading of the texts recommended by the lecturer: press articles, reports, manuals and/or academic articles, for their discussion in class, or to expand and consolidate the lessons of the course.

MD3: Resolution of cases, readings, issues, etc individually or in group.

MD4: Presentation and discussion in class of topics/cases relevant to the course content and moderated by the lecturer.

MD5: Development of essays, docs and/or reports individually or in group.

ASSESSMENT SYSTEM

- SE1 Participation and engagement in class
- SE2 Individual or group Works done during the course
- SE4 Presentación y debate público de casos

Evaluation

systems	Minimum weigh (%)	Maximum weigh (%)
SE1	0%	20%
SE2	0%	3%
SE4	0%	50%

% end-of-term-examination:

0

% of continuous assessment (assignments, laboratory, practicals...):

100

BASIC BIBLIOGRAPHY

- Schilling, M. A. Strategic management of technological innovation., 2010, Tata McGraw-Hill Education
- Tidd, J., Bessant, J., & Pavitt, K. Managing innovation integrating technological, market and organizational change. , John Wiley and Sons Ltd., 2005
- Utterback, J. Mastering the dynamics of innovation: how companies can seize opportunities in the face of technological change., Oxford Press, 1994