

Academic Year: ( 2019 / 2020 )

Review date: 22-04-2020

Department assigned to the subject: Department of Business Administration

Coordinating teacher: SANTAMARIA SANCHEZ, LUIS

Type: Electives ECTS Credits : 3.0

Year : 1 Semester : 2

**STUDENTS ARE EXPECTED TO HAVE COMPLETED**

Innovation Management

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

## Competences

- 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, specially 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 results:

- Capability in identifying different sources of innovation
- Theoretical knowledge around the concept of innovation and the nature of change. Capability to anticipate and solve problems related to innovation process
- Understanding how the different types of innovation affect organization in its different areas, in order to optimize the innovation strategy and maximize the value created and captured by the firms
- Understanding the critical factors to generate a culture of innovation within the company
- Be able to analyze and value the impact of innovation in the organization, chain value, market and users
- Develop innovation projects, both individual and in collaboration, considering different financial sources (at national and international level)
- Know how to manage the role of innovation for the sake of competitive advantage

**DESCRIPTION OF CONTENTS: PROGRAMME**

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

1. Introduction: Key issues in the innovation strategy
2. Organizing innovation activities
3. Location and boundaries of innovation strategy
4. Open Innovation paradigm
5. R&D collaboration
6. Appropriating benefits from innovation

## 7. External seminar

### LEARNING ACTIVITIES AND METHODOLOGY

#### TEACHING ACTIVITIES BY MATTER

AF1	Lecture
AF2	Practice/Case
AF3	Lecture-plus-practice
AF5	Tutorial
AF6	Group work
AF7	Students' individual work

Activity Code	Total Hours	Classroom Hours	% Student Classroom
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 MATTER	300	96	

#### TEACHING METHODOLOGIES BY MATTER

MD1: Lecture in class by the professor 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 course's professor: 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, problems, etc, provided by the professor, individually or in group.

MD4: Exposition and discussion in class, moderated by the professor, on topics regarding the contents of the course, as well as practical cases.

MD5: Making of works and reports individually or in group.

### ASSESSMENT SYSTEM

#### EVALUATION SYSTEM BY MATTER

- SE1 Participation and engagement in class
- SE2 Individual or group Works done during the course
- SE4 Presentation and public discussion of cases

Evaluation systems	Minimum weigh (%)	Maximum weigh (%)
SE1	0%	25%
SE2	0%	55%
SE4	0%	20%

**% end-of-term-examination:** 0

**% of continuous assessment (assignments, laboratory, practicals...):** 100

### BASIC BIBLIOGRAPHY

- Tidd, J. & Bessant, J. Managing innovation: Integrating Technological, market and organizational change, John Wiley & Sons , 2009 (4th edition)

### ADDITIONAL BIBLIOGRAPHY

- Narayanan, V. K. Managing technology and innovation for competitive advantage, Prentice Hall, 2001
- Schilling, Melissa A. Strategic management of technological innovation, McGraw-Hill, 2017 (5th edition)