

Academic Year: ( 2020 / 2021 )

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Department assigned to the subject: Business Administration Department

Coordinating teacher: SANTAMARIA SANCHEZ, LUIS

Type: Electives ECTS Credits : 3.0

Year : 1 Semester : 2

## OBJECTIVES

This course enables students from a variety of backgrounds to be familiar with different models of exploiting innovations (particularly focused to entrepreneurs and small firms). The contents of the subject are essentially applied. Students will develop the required competences in order to choose the optimal strategy for exploiting of firm's technology assets. More precisely, students will develop a range of competences relevant to:

- The development of high levels of analytical, creative and critical skills. This competence should be useful to add value in new entrepreneurial projects
- The effective summary and critique of complex problems related to start-ups
- Group discussion and weighing of different arguments related to real cases of innovation processes
- The effective use of different kinds of information to support an argument
- The development of students as active, self-directed independent and codependent learners who are able to effectively work within a team environment
- The development of personal communication skills, team-working and effective presentation of ideas to a small audience
- The development of abilities and skills for assuming professional responsibilities in their future careers

### Learning Outcomes

After completing the course students will be familiar with:

- A range of key topics relevant to the concepts and debates surrounding the issue of innovation management
- A sample of studies of innovation regarding the development major technologies
- The issues that arise for entrepreneurs in the formulation of technology strategy and the management of innovation
- The criteria and implications of firms' innovative decisions

## DESCRIPTION OF CONTENTS: PROGRAMME

Economic benefits of innovation: complementary assets, legal protection and type of knowledge

Market positioning of the entrepreneur-innovator: compete versus collaborate

Exploitation models based on technology transfer

Exploitation of destructive innovations: challenges and solutions

Open innovation model

## LEARNING ACTIVITIES AND METHODOLOGY

The format of the weekly teaching sessions includes lectures, group discussion and presentations variable combined week by week.

The main theoretical concepts will be presented by the lecturers throughout the course while students' participation is required in the discussion of selected (by the lecturers) cases and academic readings.

## ASSESSMENT SYSTEM

<b>% end-of-term-examination/test:</b>	0
<b>% of continuous assessment (assignments, laboratory, practicals...):</b>	100

The students' performance is evaluated through continuous assessment that defines the final mark based on the following criteria:

- Class involvement / participation: 30%
- Case resolution and papers discussion: 30%
- Final project: 40%

This continuous assessment is applied both in the ordinary and extraordinary call

#### BASIC BIBLIOGRAPHY

- Chesbrough, H. Open Innovation: The New Imperative for Creating and Profiting from Technology, Harvard University Press, 2003
- Tidd, J. and J. Bessant Managing Innovation: Integrating Technological, market and organizational change, John Wiley & Sons, 2009
- Utterback, J.M. Mastering the Dynamics of Innovation, Harvard Business School Press, 1996