

Academic Year: ( 2020 / 2021 )

Review date: 10-07-2020

Department assigned to the subject:

Coordinating teacher: PALOMERAS VILCHES, NEUS

Type: Electives ECTS Credits : 2.0

Year : 1 Semester : 2

**REQUIREMENTS (SUBJECTS THAT ARE ASSUMED TO BE KNOWN)**

- Strategic Management

**OBJECTIVES**

After the course, the students will be able to:

- Detect the challenges of the investment in R&D by firms
- Understand the impact of technological innovation in firms and society
- Identify the appropriability strategies available to innovative firms
- Identify the implications of the management of intellectual property rights by firms
- Understand the strategies and organizational practices that help companies to innovate effectively

**DESCRIPTION OF CONTENTS: PROGRAMME**

These are the contents of this subject:

1. Introduction to Technological Innovation. Sources of Innovation
2. Technology Evolution. Technology Adoption
3. Appropriability: Patents, Trade Secrets, Trademarks and Copyrights
4. Appropriability: Strategic Mechanisms.
5. Organizing for Innovation

**LEARNING ACTIVITIES AND METHODOLOGY****LEARNING ACTIVITIES**

Lectures  
Case studies and exercises  
Individual and teamwork

**ASSESSMENT SYSTEM**

Final exam (50%)  
Participation, assignments and group presentation (50%)

<b>% end-of-term-examination:</b>	50
<b>% of continuous assessment (assignments, laboratory, practicals...):</b>	50

**BASIC BIBLIOGRAPHY**

- Shane, Scott. Technology Strategy for Managers and Entrepreneurs., Prentice Hall., 2009

**ADDITIONAL BIBLIOGRAPHY**

- Margaret A. White, Garry D. Bruton The Management of Technology and Innovation: A Strategic Approach, Thompson South-Western, 2007