

Academic Year: (2021 / 2022)

Review date: 10-01-2021

Department assigned to the subject: Department of Business Administration

Coordinating teacher: PALOMERAS VILCHES, NEUS

Type: Electives ECTS Credits : 5.0

Year : 2 Semester : 2

REQUIREMENTS (SUBJECTS THAT ARE ASSUMED TO BE KNOWN)

Strategic Management, Innovation Management & Research in Strategy, Entrepreneurship & Innovation

OBJECTIVES

After this course, the student will be able to:

- To understand the behavior of companies and their strategies related to technology and innovation
- To master the mechanisms of generation, development and implementation of new technologies, both by established companies and new entrants and their organizational consequences
- To understand the entrepreneurial challenge associated to technological innovation

DESCRIPTION OF CONTENTS: PROGRAMME

Review of the main recent research lines strategy of innovation and entrepreneurship, with a special emphasis on the study of the theoretical and empirical literature on the individual, structural and contextual factors that facilitate and inhibit the generation and application of new technologies in established and entrepreneurial firms.

LEARNING ACTIVITIES AND METHODOLOGY

In-depth study of the latest and most relevant papers in the field in order to detect the central research lines and the remaining gaps. Searching for data sources and implementation of empirical strategies.

The objective of this course is to give the student the tools to write a research paper in the area. The work towards the research paper will be guided through a system of weekly tutorials.

% end-of-term-examination: 0

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

BASIC BIBLIOGRAPHY

- Acs, Zoltan J., Audretsch, David B. (Eds.) Handbook of Entrepreneurship Research (2nd edition), Springer, 2010
- Bronwyn H. Hall and Nathan Rosenberg Handbook of the Economics of Innovation, Elsevier , 2010