

Academic Year: (2021 / 2022)

Review date: 22-06-2021

Department assigned to the subject: "Conde de Campomanes" Institute of Entrepreneurial and Family Business

Coordinating teacher: FERNANDEZ RODRIGUEZ, ZULIMA MAGDALENA

Type: Compulsory ECTS Credits : 3.0

Year : 1 Semester : 1

OBJECTIVES

CAPABILITIES

CE8 Ability to apply the tools of innovation management and assess the implications of decisions on aspects of protection of intellectual and industrial property

LEARNING OUTCOMES

Recognize the capabilities associated with entrepreneurship, analyzing the requirements derived from business activities.

Define the opportunity of creation of a business, assessing the impact on the environment and incorporating ethical values.

Activities for the establishment of a company, by choosing the legal form and identifying the associated legal obligations.

DESCRIPTION OF CONTENTS: PROGRAMME

Part 1. Innovation

Concept, sources and types of Innovation

Adoption and diffusion of innovation in the hospital sector

Technological innovation and its types in the hospital sector

Development of new products in the field of health

Technological cooperation in the hospital sector: licenses, subcontracting, mergers, etc.

Open innovation. Characteristics

Innovation financing

Part 2. Intellectual property rights

Industrial and intellectual property concepts

Intellectual property: Criteria, financing mechanisms and their pathologies

Management of intellectual property in the hospital environment

Digital Health and Intellectual Property

Part 3. Entrepreneurship: creation and start-up of a business.

LEARNING ACTIVITIES AND METHODOLOGY

Theoretical lectures, which will consist in systematic explanations of the main concepts and analytical frameworks underlying the different topics covered along the course. Students will be given the appropriate bibliographic references in advance, so that they can study and prepare for each session.

Practical sessions, during which students will analyze real-life case studies applying the contents previously explained in the theoretical lectures. Active participation is expected from the students.

Finally, the students will develop a business plan for a technological startup, in which they will apply the course contents to an original business project.

ASSESSMENT SYSTEM

Ordinary call:

End-of-term written exam: 50%

Case studies: 20%

Business model: 30%

Extraordinary call: The final grade is the maximum of the following grades:

a) A weighted average consisting of 50% the grade in the final exam, 20% the in the case studies and 30% the grade in the business model .

b) The grade in the 2º final exam.

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

BASIC BIBLIOGRAPHY

- Baker, D., Jayadev, A., & Stiglitz, J. E. Innovation, intellectual property, and development: A better set of approaches for the 21st century., ccc, 2017
- Baker, D., Jayadev, A., & Stiglitz, J. E. Innovation, intellectual property, and development: A better set of approaches for the 21st century., AccessIBSA , 2017
- Barlow, J. Managing innovation in healthcare, World Scientific Publishing Europe, Ltd. , 2017
- Rodríguez Márquez, Nieto, M.J.A.Fernández, Z., y Revilla Castejón, A. Manual de Creación de Empresas, Civitas-Thompson Reuters, 2014
- Schilling, M.A. Strategic Management of Technological Innovation, MCGraw-Hill, 2013

ADDITIONAL BIBLIOGRAPHY

- Dodgson, M, Philips, N., y Gann, D. M. (Eds) The Oxford Handbook of Innovation Management, Oxford University Press, 2014
- Castle, D. The Role of Intellectual Property Rights in Biotechnology Innovation, Edward Elgar Publishing, 2009
- Westland, J.C. Global Innovation Management, Palgrave, 2016