

Academic Year: ( 2021 / 2022 )

Review date: 08-06-2021

Department assigned to the subject: Business Administration Department

Coordinating teacher: PARASKEVOPOULOU , EVITA

Type: Electives ECTS Credits : 3.0

Year : 1 Semester : 2

**OBJECTIVES**

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, especially 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 Outcomes:**

Capability of identifying the different sources of innovation for each industrial sector

Capability to analyse the external economic environment in order to identify and take advantage of market opportunities

Develop theoretical knowledge around the concept of innovation and the nature of change in order to be able to anticipate and solve problems related to the innovation process

Understanding how the different types of innovation affect organization in its different areas, in order to implement innovation management tools that increase the value created and captured by the firms

Understanding the determining factors of innovation and how these can be employed to create a business innovation culture

Develop innovation projects, considering different financial sources (at national and international level)

**DESCRIPTION OF CONTENTS: PROGRAMME**

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

1. Key concepts and issues in innovation management  
Innovation, performance and competitive advantage  
Types, dimensions and characteristics of innovation

2. Open debates around innovation  
Innovation Dynamics: S-curves  
Market structure and innovation  
Models and Modes of innovation

3. Internal Determinants of Innovation  
Knowledge: types and management

Creativity, Control and Organizational Structure  
Firm size and innovation

4. External Determinants of Innovation  
Systems of Innovation and Surrounding Institutions  
Customers and users

5. Industry Characteristics and differences  
High tech versus low tech  
Manufacturing versus services

## LEARNING ACTIVITIES AND METHODOLOGY

### TEACHING ACTIVITIES BY THEME/CONTENT/MATERIAL REQUIRED

AF1 Theory class  
AF2 Practice Class /Case analysis  
AF3 Lecture-plus-practice  
AF5 Tutorials  
AF6 Group work  
AF7 Students' individual work

#### Activity

Code	Total Hours	Classroom Hours	% Student Classroom Presence
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	300	96	

### TEACHING METHODOLOGIES BY MATTER

MD1: In class lecture 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 lecturer: 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, readings, issues, etc individually or in group.

MD4: Presentation and discussion in class of topics/cases relevant to the course content and moderated by the lecturer.

MD5: Development of essays, docs and/or reports individually or in group.

## ASSESSMENT SYSTEM

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

#### Evaluation

systems	Minimum weigh (%)	Maximum weigh (%)
SE1	0%	20%
SE2	0%	40%
SE4	0%	40%

**% end-of-term-examination:** 0  
**% of continuous assessment (assignments, laboratory, practicals...):** 100

## BASIC BIBLIOGRAPHY

- Schilling, M. A. Strategic management of technological innovation., 2010, Tata McGraw-Hill Education
- Tidd, J., Bessant, J., & Pavitt, K. Managing innovation integrating technological, market and organizational change. , John Wiley and Sons Ltd., 2005
- Utterback, J. Mastering the dynamics of innovation: how companies can seize opportunities in the face of technological change., Oxford Press, 1994

