Innovation Management

Academic Year: (2022 / 2023) **Review date: 31-01-2023**

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:	20
% of continuous assessment (assigments, laboratory, practicals…):	80

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