

Academic Year: ( 2022 / 2023 )

Review date: 10/05/2022 18:13:13

Department assigned to the subject: Business Administration Department

Coordinating teacher: PALOMERAS VILCHES, NEUS

Type: Electives ECTS Credits : 3.0

Year : 1 Semester : 2

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

Innovation Management

## OBJECTIVES

Specific learning objectives:

To know how to manage the role of technological innovation in building a company's competitive advantage.

To understand the main challenges of investing in technological innovation in companies.

To identify the key elements in the business strategy for the protection of intellectual property.

To identify the relevant variables in organizational management that affect the productivity of R&D investment in a company.

To understand the challenges of managing creativity in the R&D workforce.

To understand the role of external knowledge in the R&D strategy and the challenges it entails

To be able to understand the impact of technology in the workplace.

## DESCRIPTION OF CONTENTS: PROGRAMME

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

1. Introduction: Key issues in the innovation strategy at firms
2. Appropriating benefits from innovation: legal and strategic mechanisms
3. R&D collaboration
4. The management of external knowledge
5. The internal organization of innovation activities: the management of creativity
6. Current trends: the impact of artificial intelligence

## LEARNING ACTIVITIES AND METHODOLOGY

### TEACHING ACTIVITIES BY MATTER

- |     |                           |
|-----|---------------------------|
| AF1 | Lecture                   |
| AF2 | Practice/Case             |
| AF3 | Lecture-plus-practice     |
| AF5 | Tutorial                  |
| AF6 | Group work                |
| AF7 | Students' individual work |

Activity

Code	Total Hours	Classroom Hours	% Student Classroom
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 MATTER	300	96	

#### TEACHING METHODOLOGIES BY MATTER

MD1: Lecture in class by the professor 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 course's professor: 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, problems, etc, provided by the professor, individually or in group.

MD4: Exposition and discussion in class, moderated by the professor, on topics regarding the contents of the course, as well as practical cases.

MD5: Making of works and reports individually or in group.

#### ASSESSMENT SYSTEM

**% end-of-term-examination/test:** 50

**% of continuous assessment (assignments, laboratory, practicals...):** 50

Case resolution, class participation, team project: 50%

Final exam: 50%

#### BASIC BIBLIOGRAPHY

- Tidd, J. & Bessant, J. Managing innovation: Integrating Technological, market and organizational change, John Wiley & Sons , 2009 (4th edition)

#### ADDITIONAL BIBLIOGRAPHY

- Narayanan, V. K. Managing technology and innovation for competitive advantage, Prentice Hall, 2001

- Schilling, Melissa A. Strategic management of technological innovation, McGraw-Hill, 2017 (5th edition)