Innovation and Technological Change

Academic Year: (2022 / 2023) **Review date: 20-06-2022**

Department assigned to the subject: Department of Business Administration

Coordinating teacher: PALOMERAS VILCHES, NEUS

Type: Electives ECTS Credits : 6.0

Year : 4 Semester :

OBJECTIVES

Understand the ecosystem of technological innovation
Understand the benefits and the challenges of conducting R&D in firms
Identify the relevant variables that determine the appropriability of firms¿ R&D investment
Identify the key elements of the intellectual property strategy in firms
Identify the relevant organizational variables that influence the firm productivity of R&D
Understand the challenges of the financing of technological innovation, the available alternatives and its suitability in different scenarios

DESCRIPTION OF CONTENTS: PROGRAMME

1. Innovation: Definition and basic concepts.
2. Innovation: A global perspective.
3. Sources of innovation.
4. Technology evolution.
5. Technology adoption and diffusion.
6. Technological standards.
7. Appropriability of innovation: Legal mechanisms.
8. Appropriability of innovation: Strategic mechanisms.
9. Cooperation modes.
10. Organizational implications for the management of innovation.
11. Financing of innovation.

LEARNING ACTIVITIES AND METHODOLOGY

AF1. THEORETICAL-PRACTICAL CLASSES. Knowledge and concepts students mustacquire. Receive course notes and will have basic reference texts.Students partake in exercises to resolve practical problems
AF2. TUTORING SESSIONS. Individualized attendance (individual tutoring) or in-group (group tutoring) for students with a teacher.Subjects with 6 credits have 4 hours of tutoring/ 100% on- site attendance.
AF3. STUDENT INDIVIDUAL WORK OR GROUP WORK.Subjects with 6 credits have 98 hours/0% on-site.
AF8. WORKSHOPS AND LABORATORY SESSIONS. Subjects with 3 credits have 4 hours with 100% on-site instruction. Subjects with 6 credits have 8 hours/100% on-site instruction.
AF9. FINAL EXAM. Global assessment of knowledge, skills and capacities acquired throughout the course. It entails 4 hours/100% on-site
AF8. WORKSHOPS AND LABORATORY SESSIONS. Subjects with 3 credits have 4 hours with 100% on-site instruction. Subjects with 6 credits have 8 hours/100% on-site instruction.
MD1. THEORY CLASS. Classroom presentations by the teacher with IT and audiovisual support in which the subject`s main concepts are developed, while providing material and bibliography to complement student learning
MD2. PRACTICAL CLASS. Resolution of practical cases and problem, posed by the teacher, and carried out individually or in a group
MD3. TUTORING SESSIONS. Individualized attendance (individual tutoring sessions) or in-group (group tutoring sessions) for students with teacher as tutor. Subjects with 6 credits have 4 hours of tutoring/100% on-site.
MD6. LABORATORY PRACTICAL SESSIONS. Applied/experimental learning/teaching in workshops and laboratories under the tutor's supervision.

ASSESSMENT SYSTEM

SE1. FINAL EXAM. Global assessment of knowledge, skills and capacities acquired throughout the course.
SE2. CONTINUOUS EVALUATION. Assesses papers, projects, class presentations, debates, exercises, internships and workshops throughout the course.

% end-of-term-examination:	50
% of continuous assessment (assigments, laboratory, practicals…):	50

BASIC BIBLIOGRAPHY

- Schilling, Melissa Strategic Management of Technological Innovation, McGraw Hill, 2021 (6th edition)
- Shane, Scott Technology Strategy for Managers and Entrepreneurs, Pearson., 2009