

Academic Year: (2023 / 2024)

Review date: 28-04-2023

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

Coordinating teacher: REVILLA TORREJON, ANTONIO JAVIER

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 healthcare sector

Technological innovation and its characteristics in the healthcare sector

Technological cooperation and open innovation in healthcare

Financing Innovation

Part 2. Intellectual property rights

Industrial and intellectual property concepts

Intellectual property: Criteria, requirements, and consequences

Management of intellectual property in healthcare

Part 3. Entrepreneurship and new business venturing.

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 an innovative business project.

ASSESSMENT SYSTEM

% end-of-term-examination: 50

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

First attempt:

End-of-term written exam: 50%

Case studies: 20%

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

Business plan: 30%

Resit: The final grade is the maximum of the following grades:

- A weighted average calculated as in the first attempt: 50% final exam, 20% case studies and 30% business plan.
- Resit exam.

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