

Academic Year: (2023 / 2024)

Review date: 12-02-2024

Department assigned to the subject: Business Administration Department

Coordinating teacher: PALOMERAS VILCHES, NEUS

Type: Electives ECTS Credits : 6.0

Year : Semester :

SKILLS AND LEARNING OUTCOMES

CB1. Students have demonstrated possession and understanding of knowledge in an area of study that builds on the foundation of general secondary education, and is usually at a level that, while relying on advanced textbooks, also includes some aspects that involve knowledge from the cutting edge of their field of study.

CB2. Students are able to apply their knowledge to their work or vocation in a professional manner and possess the competences usually demonstrated through the development and defence of arguments and problem solving within their field of study.

CB3. Students have the ability to gather and interpret relevant data (usually within their field of study) in order to make judgements which include reflection on relevant social, scientific or ethical issues.

CB4. Students should be able to communicate information, ideas, problems and solutions to both specialist and non-specialist audiences.

CB5. Students will have developed the learning skills necessary to undertake further study with a high degree of autonomy.

CG2. Learn new methods and technologies from basic scientific and technical knowledge, and being able to adapt to new situations.

CG3. Solve problems with initiative, decision making, creativity, and communicate and transmit knowledge, skills and abilities, understanding the ethical, social and professional responsibility of the engineering activity. Capacity for leadership, innovation and entrepreneurial spirit.

CG5. Use the theoretical and practical knowledge acquired in the definition, approach and resolution of problems in the framework of the exercise of their profession.

CG6. Develop new products and services based on the use and exploitation of new technologies related to physical engineering.

CG7. Undertake further specialized studies, both in physics and in the various branches of engineering.

CE22. Design, plan and estimate the costs of an engineering project.

CT1. Work in multidisciplinary and international teams as well as organize and plan work making the right decisions based on available information, gathering and interpreting relevant data to make judgments and critical thinking within the area of study.

RA1. To have acquired sufficient knowledge and proved a sufficiently deep comprehension of the basic principles, both theoretical and practical, and methodology of the more important fields in science and technology as to be able to work successfully in them.

RA2. To be able, using arguments, strategies and procedures developed by themselves, to apply their knowledge and abilities to the successful solution of complex technological problems that require creating and innovative thinking.

RA3. To be able to search for, collect and interpret relevant information and data to back up their conclusions including, whenever needed, the consideration of any social, scientific and ethical aspects relevant in their field of study.

RA4. To be able to successfully manage themselves in the complex situations that might arise in their academic or professional fields of study and that might require the development of novel approaches or solutions.

RA6. To be aware of their own shortcomings and formative needs in their field of specialty, and to be able to plan and organize their own training with a high degree of independence.

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 must acquire. 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 (assignments, 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