

61769 - Innovation Management

Información del Plan Docente

Academic Year	2017/18
Faculty / School	109 - Facultad de Economía y Empresa
Degree	555 - Master's in Management, Strategy and Marketing
ECTS	3.0
Year	1
Semester	Second semester
Subject Type	Optional
Module	---

1.General information

1.1.Introduction

1.2.Recommendations to take this course

1.3.Context and importance of this course in the degree

1.4.Activities and key dates

2.Learning goals

2.1.Learning goals

2.2.Importance of learning goals

3.Aims of the course and competences

3.1.Aims of the course

3.2.Competences

4.Assessment (1st and 2nd call)

4.1.Assessment tasks (description of tasks, marking system and assessment criteria)

5.Methodology, learning tasks, syllabus and resources

5.1.Methodological overview

The learning process proposed for this course is structured in three sections. The first section explains the importance of innovation and its organizational implications. The second section studies the determinant elements of innovation and techniques of internal management. Finally, the third section analyzes the exploitation of innovation and its strategic implications for organizations. Every section deals with the main theoretical concepts and analysis techniques, as well as including group discussions of pre-selected readings of relevant topics.

5.2.Learning tasks

The course includes the following learning tasks:

- Teachers present orally all the topics.
- Discussion in groups of pre-selected readings
- Individual assignment presented by the students in class

5.3.Syllabus

The course will address the following topics:

1. Innovation. Concept and types. Difficulties and challenges of management.
2. Evaluation and selection of innovation projects.
3. Structure of firm and innovation. Organizational flexibility.
4. Innovation network. Open innovation. R&D&I systems.
5. Ways to get innovations.
6. Determinants of innovation.
7. Prospective and Technological Surveillance.
8. Measuring performance of innovation process.
9. Impact of innovation.
10. Dissemination of innovations. Theories and processes.
11. Appropriation of innovation value.
12. Timing of innovation adoption.

5.4.Course planning and calendar

Class schedules will be published on the Faculty of Economics and Business website. Presentation of papers and other activities will be communicated by the responsible teacher through the appropriate means.

5.5.Bibliography and recommended resources