

**Información del Plan Docente**

<b>Academic Year</b>	2017/18
<b>Faculty / School</b>	109 - Facultad de Economía y Empresa
<b>Degree</b>	450 - Degree in Marketing and Market Research
<b>ECTS</b>	5.0
<b>Year</b>	4
<b>Semester</b>	Second semester
<b>Subject Type</b>	Optional
<b>Module</b>	---

**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 that is designed for this subject is based on the following:

Being a subject last year of the degree is understood that student learning weighs just over the ability to apply acquired knowledge that completely new knowledge acquisition. So the learning process is designed for the student to be involved in the resolution of practical cases, in the discussion of ideas and proposals with the rest of the class, and teamwork through the development of a job final. Student work in the preparation of cases and the subsequent class discussion of

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the results, complete with master classes with Professor greater role in the transmission of knowledge.

### **5.2.Learning tasks**

The program that the student is offered to help you achieve the expected results includes the following activities ...

1. Lectures in which the teacher presents the basic contents of each issue, justifying its relevance and providing concepts and tools to solve practical cases.
2. Case studies representing relatively complex business situations and unstructured requiring the student to correctly identify the problem, identify alternative solutions, value and opt for one or more of them and then defend the decision in class in front of their peers.
3. Visits to relate to the representative of the Community Innovation Institutions.
4. Readings of articles, book chapters academic content and official documents to complete the conceptual aspects of each topic presented by the teacher.
5. Individual tutorials and customized to any student can go as often as you want.

### **5.3.Syllabus**

Theme 1: Globalization and Innovation Economy

Theme 2: Innovation

1. Introduction: the semantic jungle
2. Innovation: definition and classifications
3. Types of Innovation
4. Economic agents involved in innovation
5. The innovative process

Item 3: Innovation in the enterprise

1. Introduction
2. The importance of innovation for the company

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3. The business model of innovation in the broad sense
4. Team management for the development of innovations
5. Current situation of innovation management
6. Internal and external determinants of innovation
7. Contact interorganizational: social networks and collaborative environments

### Item 4: Strategic Management of Innovation

1. Concept Strategy
2. Strategy Fundamentals
3. Concept of Strategy and Technological Innovation Strategy
4. Technology Plan

### Item 5: Management Systems Innovation

1. Fundamentals of Innovation Management Systems
2. Key Elements of a Business Management System
3. The Framework Management Innovation

1. Requirements needed
2. Current regulations
4. Protection of the results of innovation

### Item 6: Innovation Methodologies and Tools

1. Introduction and Concept: Prospective and Technological Vigilance
2. The organization of technological surveillance company
3. Prospective and evolution (Foresight)

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4. Foresight Methodologies

5. Competitive Intelligence Systems

6. Knowledge Management

7. Organizational Redesign

8. Tools for managing innovation

Item 7: The System Innovation and European Spanish.

Item 8: Indicators and Metrics Innovation System

### **5.4.Course planning and calendar**

### **5.5.Bibliography and recommended resources**