

27653 - Innovation Management

Syllabus Information

Academic Year: 2019/20

Subject: 27653 - Innovation Management

Faculty / School: 109 - Facultad de Economía y Empresa

Degree: 450 - Degree in Marketing and Market Research

ECTS: 5.0

Year: 4

Semester: Second semester

Subject Type: Optional

Module: ---

1.General information

1.1.Aims of the course

1.2.Context and importance of this course in the degree

1.3.Recommendations to take this course

2.Learning goals

2.1.Competences

2.2.Learning goals

2.3.Importance of learning goals

3.Assessment (1st and 2nd call)

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

4.Methodology, learning tasks, syllabus and resources

4.1.Methodological overview

In the final year of the degree, it is thought that the capacity to apply the acquired knowledge is more important than the acquisition of new knowledge. The methodology of this course is based on a wide range of teaching and learning tasks such as practical cases, the discussion of ideas and proposals with the rest of the class, lectures, group work, and a final project.

4.2.Learning tasks

The course will include the following learning tasks:

- **Lectures.** The professor explains the basic contents of each topic, justifies their relevance and provides useful tools and concepts to solve practical cases.
- **Practical cases.** They are relatively complex and focused on business situations requiring the student to correctly identify a problem and alternative solutions, assess them opting for one or more of them and then defend the decision in class in front of their peers.
- **Visits.** Visits to institutions related to innovation.
- **Autonomous work.** Readings of articles, book chapters of academic content and official documents that complete the conceptual aspects of each topic presented by the teacher.
- **Tutorials.** Office hours are available to solve doubts.

4.3.Syllabus

The course will address the following topics:

- Topic 1. Globalization and Innovation Economy
- Topic 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
- Topic 3. Innovation in the enterprise
 - 1. Introduction
 - 2. The importance of innovation for the company
 - 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
- Topic 4. Strategic Management of Innovation
 - 1. Concept Strategy
 - 2. Strategy Fundamentals
 - 3. Concept of Strategy and Technological Innovation Strategy
 - 4. Technology Plan
- Topic 5. Management Systems for 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
- Topic 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)
 - 4. Foresight Methodologies
 - 5. Competitive Intelligence Systems
 - 6. Knowledge Management
 - 7. Organizational Redesign
 - 8. Tools for managing innovation
- Topic 7. The European and Spanish Innovation System.
- Topic 8. Indicators and Metrics of the Innovation System

4.4.Course planning and calendar

The teaching sessions of this course last over 50 hours, divided in lectures and practice sessions, which will be dedicated to the discussion of case studies or to group work. In each of the first nine weeks, weekly sessions are split into lectures and practice sessions.

Further information concerning the timetable, classroom, office hours, assessment dates and other details regarding this course, will be provided on the first day of class or please refer to the Faculty of Economics and Business website (<https://econz.unizar.es/>) and Moodle.

4.5.Bibliography and recommended resources