

## 27653 - Innovation Management

### Syllabus Information

**Academic Year:** 2020/21

**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

The learning process that has been designed for this course is based on the following:

It is a final year of the degree course is understood that learning of the student weighs more capacity to apply already acquired knowledge, the acquisition of new knowledge. That the learning process is designed so that student. involved in the resolution of practical cases, in the discussion of ideas and proposals with the rest of the class, and in the work in team through the elaboration of a final work. The work of the student, in the preparation of cases and in the subsequent discussion in class results, comes complete with master classes with greater role of the teacher in the transmission of knowledge.

The teaching methodology is planned for face-to-face classes. However, if necessary for health reasons, teaching could be delivered on line

#### 4.2.Learning tasks

The program offered to students to assist in achieving the expected results includes the following activities...

1. *Lectures* in which the Professor exposes the basic contents of each topic, to justify its

relevance and providing useful tools and concepts to solve practical cases.

2. *Practical cases* which represent relatively complex and little structured business situations requiring the student to correctly identify the problem, identify alternative solutions, assess them opting for one or more of them and then defend the decision in class in front of their peers.
3. Representative of the community visits to institutions related to innovation.
4. Readings of articles, chapters books of academic content and official documents that complete the conceptual aspects of each topic presented by the teacher

*Tutoring* individual and custom that any student can go as often as you want it.

The assessment will be prepared to be carried out as face-to-face examination, but if health circumstances do not allow it, they will be carried out by doing it entirely online or in a blended way. In the case of online exams, it is important to highlight that, the student may be recorded, and he or she can exercise his or her rights by the procedure indicated in.

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The necessary software will be used to check the possibility of plagiarism. The detection of plagiarism or copying in an activity will imply that the activity or exam will be marked 0/10.

### 4.3.Syllabus

#### **Unit 1:** Innovation

- 1.1. Innovation: definition and classifications
- 1.2. Types of innovation
- 1.3. The importance of innovation in society (Globalization and the economics of innovation)
- 1.4. .Economic agents involved in innovation
- 1.5. The innovative process

#### **Unit 2:** Innovation in the company

- 2.1. Introduction
- 2.2. The importance of innovation for the enterprise
- 2.3. The business of innovation in a broad sense model
- 2.4. Management teams for the development of innovations
- 2.5. Current situation of the management of innovation
- 2.6. Internal and external innovation determinants
- 2.7. Inter-agency contact: social networks and collaborative environments

#### **Unit 3:** Address strategic innovation

- 3.1. Concept of strategy
- 3.2. Fundamentals of strategy
- 3.3. Concept of strategy innovation and technology strategy
- 3.4. Technology plan

#### **Unit 4:** Systems of management of innovation

- 4.1. Fundamentals of the systems of management innovation
- 4.2. Key business management system elements
- 4.3. The framework for the management of innovation
  - 4.3.1. Necessary requirements
  - 4.2.2. The current regulations

#### **Unit 5:** Methodologies and tools for innovation

- 5.1. Introduction and concept: foresight and technology watch
- 5.2. The Organization of the surveillance technology in the enterprise

- 5.3. Foresight and its evolution (Foresight)
- 5.4. Foresight methodologies
- 5.5. Competitive intelligence systems
- 5.6. Knowledge management
- 5.7. Organizational redesign
- 5.8. Tools for innovation management

#### **4.4.Course planning and calendar**

Calendar of sessions and presentations.

The teaching of the course is over 50 hours divided in parts contact approximately equal in lectures and practical classes, which will be dedicated to the discussion of case studies or to work in group. In each of the first nine weeks, weekly classes are broken down into a master class and a class of practical character, although this distribution can be altered depending on the teaching load of each of the constituent topics of the schedule.

Activities and key dates will be communicated through the appropriate media at the start of the academ

#### **4.5.Bibliography and recommended resources**