

## 27653 - Innovation Management

### Syllabus Information

**Academic year:** 2023/24

**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

The general objective of the course is to contribute to the training of students in the basic aspects related to the processes of generation and diffusion of innovations in the business environment. Innovation is a fundamental element for business growth and increased competitiveness, so it is essential to manage it properly to determine the future of organizations.

The Innovation Strategy must be embedded and fully aligned with the Business Strategy. It is crucial to establish an adequate internal management of innovation within the company, in its culture, in the information management systems, in the organizational models, knowing and using the different methodologies and tools available for this purpose.

These goals are aligned with the following Sustainable Development Goals (SDGs) of the United Nations 2030 Agenda ( ) (<https://www.un.org/sustainabledevelopment/es/>), such that the acquisition of the learning results of the subject provides training and competence to contribute to some extent to their achievement:

Goal 4. Quality Education.

Goal 8. Decent Work and Economic Growth

Goal 9. Industry, Innovation and Infrastructure.

### 2. Learning results

- Capabilities and competencies to identify innovation systems
- Ability to assess and diagnose the state of innovation of companies and detect their needs in this area.
- Capabilities and competencies in determining areas for improvement, from the perspective of innovation in companies  
Capabilities and competencies to identify and evaluate innovation objectives, barriers and outcomes.
- Capabilities and competencies to identify and develop the basic activities in innovation management.
- Knowledge of innovation models and processes in their different typologies and components
- To know the methodologies and tools for business foresight
- To know the mechanisms for the protection of innovation and exploitation of technology
- To know the specific financing instruments for R&D&I at regional, national and European level.
- Value and manage the strategic dimension of innovation and its relationship with value creation.
- Relate and align the innovation strategy with the company's overall strategy

### 3. Syllabus

UNIT 1: Innovation

UNIT 2: Innovation in the company

UNIT 3: Strategic management of innovation

UNIT 4: Innovation management systems

UNIT 5: Innovation methodologies and tools

## 4. Academic activities

Master classes: 25 hours

Practical classes: 25 hours

Personal Study: 72.5 hours

Assessment tests. 2,5h

5 ECTS = 125 hours

In principle, the teaching methodology and its evaluation is planned to be based on face-to-face classes . However, if circumstances so require, they may be carried out online.

In addition, visits may be made to institutions or companies related to innovation located in Aragon.

## 5. Assessment system

In the FIRST CALL, a continuous and global evaluation system is proposed, and in the second call, a global evaluation.

The **continuous assessment** proposed in the first call consists of the completion and evaluation of ALL of the following activities.

- Individual internships (30%). At least 3 individual internships will be carried out.
- Individual or group work (30%). It will deal with the diagnosis and elaboration of an Innovation Plan for a company.
- Theoretical-practical exam (40%). It will deal with all the contents developed in the subject

To pass the subject using this system, it is necessary to obtain a minimum score of 5 out of 10, the result of the sum weighted sum of the grades obtained in the assessed activities and, in addition, to obtain a minimum of 40% of the corresponding score in each of the three parts.

{Those students who have not taken the continuous assessment, who have not passed it by this system or who wish to improve their mark, may take the global assessment system for the part they have not passed or for the whole of it.}

The best of the grades obtained by each system shall prevail.

The **global assessment** consists of a theoretical-practical exam, to be held on the official dates indicated by the Center, in which the achievement of the learning results indicated above will be evaluated, through the following type of questions:

- Questions related to the theoretical-practical contents will represent 40% of the score.
- Development questions related to the theoretical-practical contents of the subject will represent 30% of the score. Equivalent to individual practices.
- Analysis of a practical case, related to the practical contents of the course. This section will represent a

30% of the grade. Equivalent to group or individual work.

A minimum score of 5 out of 10 is required to pass the course by this system.

In the second round, the evaluation system will be global, with a similar structure to the one detailed for the first call.

### **Assessment Criteria:**

It will be assessed that the student knows, understands and is able to use, in different contexts, the concepts and tools studied in class. In addition, the ability to integrate and synthesize the acquired knowledge will be valued.