

## 61769 - Innovation Management

### Syllabus Information

**Academic year:** 2023/24

**Subject:** 61769 - Innovation Management

**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

The objective of the subject is to study innovation both at the level of its determinants and internal management processes, as well as the implications of its results for the competitive advantage of organizations. At the same time, the subject analyses the optimal way to achieve innovation results from resources.

These approaches and objectives are aligned with some of the Sustainable Development Goals, SDGs, of the 2030 Agenda (<https://www.un.org/sustainabledevelopment/es/>) and certain specific targets, so that the acquisition of the learning results of the subject provides training and competence to the student to contribute to some extent to the achievement of Goals 9.5 and 9.b of Objective 9.

Most of the pre-selected readings are in English, so an adequate English level is required.

### 2. Learning results

In order to pass this subject, the student must demonstrate knowledge of innovation strategies in companies and organizations, as well as of the explanatory factors, measurements and the various typologies that occur in relation to strategic design.

### 3. Syllabus

Topic 1. Innovation. Concept and types. Difficulties and challenges of its management.

Topic 2. Assessment and selection of innovation projects.

Topic 3. Company structure and innovation. Organizational flexibility.

Topic 4. Ways to obtain innovations.

Topic 5. Determinants of innovation.

Topic 6. Technology watch and foresight.

Topic 7. Measuring the performance of the innovation process.

Topic 8. Open innovation.

Topic 9. Absorption capacity.

Topic 10. The impact of innovation.

Topic 11. Dissemination of innovations.

Topic 12. Appropriation of the value of innovation.

Topic 13. Technological discontinuity.

### 4. Academic activities

The program offers the students help to achieve the expected results and comprises the following activities:

- Expository sessions by the teacher.
- Group discussion of pre-selected readings.
- Individual work presented by the student in class.

Face-to-face classes account for 30 hours, while the remaining 45 hours correspond to seminars, tutorials and personal work of the student.

### 5. Assessment system

The subject's assessment will be continuous and will consist of:

- Presentation and group discussion of pre-selected readings (30% of the grade).

- Completion of an individual project to be presented in the last weeks of class, which will consist of the preparation of a research proposal, both academic and business consulting. Both types of proposal must specify the objectives, the literature review, the research models or hypotheses to be analysed and the methodological form in which these hypotheses will be tested (70% of the grade).

However, the student is entitled to a global test consisting of a written or oral exam on the contents of the subject.

Assessment criteria are as follows:

In the individual work, the scope and novelty of the research, the rigorousness in the justification of the hypotheses, the breadth and specialization of the literature review as well as the adequacy and detail of the empirical methodology with the object of study will be assessed. The group discussion of the readings will be based on the mastery of the subject matter demonstrated in the presentation of their arguments and proposals.

In the overall test, the answers to the oral or written questions will be assessed.