

27338 - Business innovation and technological change

Syllabus Information

Academic year: 2024/25

Subject: 27338 - Business innovation and technological change

Faculty / School: 109 - Facultad de Economía y Empresa

301 - Facultad de Ciencias Sociales y Humanas

Degree: 448 - Degree in Business Administration and Management

454 - Degree in Business Administration and Management

ECTS: 5.0

Year: 4

Semester: 448-First semester o Second semester

454-First semester

107-First semester o Second semester

Subject type: Optional

Module:

1. General information

The main objective of this subject is to contribute to the training of Business Administration students in the basic aspects related to the processes of generation and dissemination of innovations in the business field. It is based on the premise that innovation is a fundamental element for increasing business competitiveness, which is why its proper management is relevant to achieve the desired objectives.

Once the general framework in which innovations are generated and disseminated has been configured, it is necessary to focus attention on the aspects directly linked to the adequate internal management of innovation within the company, placing special emphasis on both basic and in the tools available for this.

These approaches and objectives are aligned with the Sustainable Development Goals (SDG) of the United Nations 2030 Agenda (<https://www.un.org/sustainabledevelopment/es/>), specifically, the activities planned in the subject will contribute to the achievement of goals 8 (Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all) and 9 (Build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation)

2. Learning results

- 1.- Diagnose and argue the main aspects directly linked to the management of innovation in the company.
- 2.- Understand the process of generation and dissemination of innovations in the business field.
- 3.- Evaluate the innovative activity of a company or organization.
- 4.- Develop and apply different measures for innovation activities.
- 5.- Diagnose and evaluate the objectives, barriers and results of innovation.
- 6.- Identify and develop the basic activities in innovation management.
- 7.- Identify, develop and apply various tools for innovation management.

3. Syllabus

Lesson 1: Innovation

Lesson 2: Innovation and Information Systems – Oslo Manual

Lesson 3: Direction/Management of Innovation:

4. Academic activities

Master classes: 25 hours

Practical classes: 25 hours

Personal Study: 73 hours

Tests Evaluation: 2 hours 5 ECTS = 125 hours

In principle, the methodology for teaching teaching and its evaluation is planned to revolve around face-to-face classes. However, if circumstances require it, they can be done online.

5. Assessment system

The subject will be evaluated in continuous evaluation or global evaluation in the first call, and through global evaluation during the second call.

Continuous assessment:

Participation in class, delivery and correction of written reports of the practices, and written delivery and presentation in class of a final work or project will be valued. Each part, class participation, written reports of the practices, and final project, counts one third in the final grade. To opt for this evaluation system, the student must obtain a minimum total grade of 5 points out of 10 in the aggregate grade of Participation+Reports+Group Work and a minimum grade of 3 points out of 10 in an exam that will be carried out, either on the days enabled at the end of the semester for carrying out the continuous evaluation tests, or on the last

days of class. If the student obtains a grade in said exam higher than the one obtained through the weighted sum of the grades obtained for his or her participation in class, practical reports, and final project; The exam grade will prevail. The student who does not reach the minimum requirements in the continuous evaluation tests will not be able to continue through this evaluation procedure.

Overall evaluation

The student who does not opt for continuous evaluation or who does not pass the subject through this procedure or who wants to improve his or her grade will have the right to take the global test, with the best of the grades obtained prevailing in any case.

This global test consists of a final written exam in which the student will have to answer a series of questions to be developed of a theoretical-practical nature where the knowledge and assimilation of the theoretical concepts must be demonstrated, complementing the answers with the application of the practical aspects seen in the cases, readings and examples. As a guide, the theoretical part represents between 50% and 60% of the grade, and the practical part between 40% and 50% of the grade.

Evaluation criteria:

In continuous evaluation, the following will be assessed:

- 1.- Demonstration of the continuous and in-depth monitoring of the contents of the subject through participation in class and answering the questions that the teacher asks at any time (it will be valued from 0 to 10 and will be multiplied by 1/3 of (to be counted in the final grade). The scoring system will be linear with the number of effective participations
- 2.- Delivery of written reports of the practices (1/3 of the grade). Written reports must be delivered on the dates indicated by the teacher. To obtain the maximum score in this section, it is essential to deliver all reports in a timely manner. The lack of one report will be penalized with 40% and the lack of two reports with 80%. If the student fails to submit three or more reports, he or she will not obtain a positive grade in this section. To calculate this part in the final grade, the grade in this section (from 0 to 10 points) will be multiplied by 1/3.
- 3.- Presentation in class and written delivery of group work, up to three people (1/3 of the grade). The work will be scored from 0 to 10 depending on its content and presentation and this grade will be multiplied by 1/3 for the purposes of calculating the final grade.

To be able to opt for this evaluation system, the student must obtain a minimum total grade of 5 points out of 10 in the aggregate grade of Participation+Reports+Group Work and a minimum grade of 3 points out of 10 in a final exam that will be taken in the last days of the semester. If the student obtains a grade in said exam higher than the one obtained from the sum of the three aspects indicated above, the highest grade will always prevail. This final exam will consist of three or four questions of a theoretical-practical nature where the knowledge and assimilation of the theoretical concepts must be demonstrated, complementing the answers with the application of the practical aspects seen in the cases, readings and examples. As a guide, the theoretical part represents between 50% and 60% of the grade, and the practical part between 40% and 50% of the grade.

In the global test, the following will be assessed:

The degree to which the student has acquired the expected learning results, through his answers to the questions about the basic concepts of the subject worked on in class and content in the assigned readings, and the resolution of exercises and cases related to the contents of the course.

It is planned that these tests will be carried out in person, but if health circumstances require it, they will be carried out semi-in-person or online. In the case of online evaluation, it is important to highlight that, in any test, the student may be recorded, and they may exercise their rights through the procedure indicated at:

https://protecciondatos.unizar.es/sites/protecciondatos.unizar.es/files/users/lopd/gdocencia_reducida.pdf "

The necessary software will be used to verify the originality of the activities carried out. The detection of plagiarism or copying in an activity will imply a grade of 0 points for it.

6. Sustainable Development Goals

8 - Decent Work and Economic Growth

9 - Industry, Innovation and Infrastructure