

**COURSE DATA****Data Subject**

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|----------------------|-----------------------|
| Code | 35825 |
| Name | Innovation management |
| Cycle | Grade |
| ECTS Credits | 4.5 |
| Academic year | 2020 - 2021 |

Study (s)

| Degree | Center | Acad. year | Period |
|---|----------------------|-------------------|---------------|
| 1313 - Degree in Business Management and Administration | Faculty of Economics | 4 | First term |

Subject-matter

| Degree | Subject-matter | Character |
|---|------------------------------|------------------|
| 1313 - Degree in Business Management and Administration | 21 - Competitiveness factors | Optional |

Coordination

| Name | Department |
|-----------------------|--|
| ALEGRE VIDAL, JOAQUIN | 105 - Business Administration 'Juan José Renau Piqueras' |

SUMMARY

The course deals with the theoretical-practical study of the process of creation and diffusion of innovations with special reference to the basic tools of innovation management in today's company. With the subject "Innovation Management" it is intended that students assimilate new knowledge related to the different activities that can drive the development of innovations in companies such as the protection of innovation, technological surveillance or technology transfer. The process of identification and adaptation to change will also be analyzed as an essential prerequisite for implementing innovation-oriented strategies. The program will start with the introduction of basic concepts such as R&D activities and the different meanings of the term innovation, although finally the official conceptualization proposed by the OECD through the Oslo Manual (2018) will be chosen. This manual will also be the basic reference to introduce the different modalities of innovation and additional aspects such as barriers and the impact of innovative activities. Change management is closely related to innovation and will therefore play a prominent role in the program. The main explanatory models of change in organizations will be presented.



PREVIOUS KNOWLEDGE

Relationship to other subjects of the same degree

There are no specified enrollment restrictions with other subjects of the curriculum.

Other requirements

It is recommended to do a course on Strategic Management previously.

OUTCOMES

1313 - Degree in Business Management and Administration

- Be able to analyse and search for information from different sources.
- Be able to solve problems.
- Be able to transmit and communicate complex ideas and approaches to both specialised and lay audiences.
- Be able to work in a team.
- Be able to adapt to new situations.
- Show creativity.
- Know the general characteristics and fundamentals of business management and organisation, and be able to use the instruments and tools available to analyse and design business policies and strategies, taking account of the international business environment and knowing how to assess the effects of these strategies on business activity and outcomes and on the socio-economic environment in the short and long term.
- Be able to apply and introduce continuous improvement procedures in all areas of the organisation.
- Know how to set objectives and strategies at the different levels of the organisation, and how to assess the implications and needs for achieving them.
- Recognise the key factors of business competitiveness and of sustainability of economic activities.
- Be able to design innovation management policies and strategies by applying the appropriate techniques, models and tools.

LEARNING OUTCOMES

The following learning outcomes are expected for the students of the subject:

- . Identify and assess the main trends and competitiveness factors in innovation
- . Know the management tools, techniques and strategic policies for adapting to these trends and improving competitiveness



- . Know how to properly document the demands and key success factors of organizations
- . Present strategies or action plans in the field of innovation and know the requirements to implement them effectively
- . Teamwork effectively with other colleagues
- . Present and effectively communicate results of work or analysis performed, both orally and in writing
- . Raise relevant questions or issues
- . Present and effectively communicate results of work or analysis performed, both orally and in writing
- . Recognize the need to incorporate a strategy guided by innovation and adaptation to change to new companies.

DESCRIPTION OF CONTENTS

1. BASIC CONCEPTS

Technology and technical change
R&D activities
R&D modes
R&D and competitiveness

2.

3.

4.

5.



WORKLOAD

| ACTIVITY | Hours | % To be attended |
|--|---------------|------------------|
| Theory classes | 22,50 | 100 |
| Classroom practices | 22,50 | 100 |
| Development of group work | 10,00 | 0 |
| Development of individual work | 17,50 | 0 |
| Study and independent work | 20,00 | 0 |
| Preparing lectures | 5,00 | 0 |
| Preparation of practical classes and problem | 5,00 | 0 |
| Resolution of case studies | 10,00 | 0 |
| TOTAL | 112,50 | |

TEACHING METHODOLOGY

The teaching methodology to be used in the subject will be theoretical and practical. For the sessions of the theoretical part, we will mainly use expository didactic forms, in which students will be encouraged to ask questions. For the sessions of the practical part, a wide variety of participative didactic forms will be used, such as the resolution of cases; oral and written presentations; debates, multimedia presentations, ... The student will be encouraged to search and filter information, materials and documentation from Databases, in preference to those available at the University of Valencia. Throughout the course, students must prepare exercises, assignments and presentations both individually and in teams. Some of these works will be defended in public before their classmates.

EVALUATION

The evaluation will consist of two parts:

1. Theoretical part evaluation: It will be carried out by means of an exam accounting for 60% of the final grade.
2. Evaluation practical part: It will be carried out by means of the evaluation of the works, practical cases and a group project for a value of 40% of the final grade.

It will be compulsory to pass both the theoretical and practical parts in order to pass the subject.

REFERENCES



Basic

- Tidd, J., Bessant, J. (2018), Managing Innovation, John Wiley and Sons, London
- Valls, J., Escorsa, P. (2003), Tecnología e innovación en la empresa: dirección y gestión, Edicions UPC, Barcelona
- Fernández, E. (2005), Estrategia de innovación, Thomson, Madrid
- OECD (2018). Guidelines for Collecting, Reporting and Using Data on Innovation. Oslo Manual. Paris: OECD.

Additional

- Fundación COTEC (1999), Temaguide: a guide to technology management and innovation for companies, Fundación COTEC, Madrid
- Escorsa, P., Maspons, R. (2001), De la vigilancia tecnológica a la inteligencia competitiva, Prentice Hall, Madrid
- Morcillo, P. (2007), Cultura e innovación empresarial, Thomson, Madrid

ADDENDUM COVID-19

This addendum will only be activated if the health situation requires so and with the prior agreement of the Governing Council

1. ContentsThe contents are maintained and will be distributed according to the different types of sessions (face-to-face and by synchronous or asynchronous videoconference if applicable).
2. Volume of work and temporary planning of teaching The activities and workload of the original teaching guide are maintained. The planning of sessions will be specified at the beginning of the course.
3. Teaching methodologyThe theoretical sessions would be taught through virtual means, with online materials, videoconferences or live presentations, which could be both synchronous and asynchronous. The practical sessions will be carried out in person in general, although they can be complemented with activities to be carried out through individual or group work in a virtual way. In the case of vulnerable or affected students, a virtual system will be adapted for practice.
4. EvaluationThe criteria of the teaching guide are maintained regarding the weighting of the evaluation of each type of activity.
5. BibliographyThe existing bibliography is kept in a virtual classroom. If the health situation imposed the closure of libraries, support material would be provided through the virtual classroom.