

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

Code	35825
Name	Innovation management
Cycle	Grade
ECTS Credits	4.5
Academic year	2023 - 2024

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
GARCIA GRANERO, ANA	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 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.



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 use English in a professional environment.
- Be able to use ICTs in the field of study.
- Be able to analyse and search for information from different sources.
- Be able to solve problems.
- Be able to make decisions.
- Be able to transmit and communicate complex ideas and approaches to both specialised and lay audiences.
- Be able to work in a team.
- Have interpersonal skills.
- Show commitment to ethics and social responsibility.
- Be able to learn autonomously.
- Be able to adapt to new situations.
- Show creativity.
- Show motivation for quality.
- Be able to contribute positively to raising awareness of environmental and social issues and to overcoming all forms of discrimination, as essential factors for economic development and poverty alleviation.
- 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 analytical and mathematical methods for the analysis of economic and business problems.



- Be able to relate the different elements that interact in the decisions of individuals.
- 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.
- Understand the raison d'être and functioning of companies, as well as their systemic nature and the processes and implications linked to their development and growth.
- 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.
- Know how to apply the techniques, models and tools of quality and environmental management, applying continuous improvement techniques, and knowing how to design effective policies and strategies in this field.

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
- . Recognize the need to incorporate a strategy guided by innovation and adaptation to change to new companies.
- . Know what the main trends and competitiveness factors are in terms of quality, innovation and the environment.
- . Learn about the management tools, techniques and strategic policies to adapt to these trends and improve competitiveness.



DESCRIPTION OF CONTENTS

1. BASIC CONCEPTS

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

2. INNOVATION

1. Definition of innovation
2. Innovation modalities
3. The innovation process
4. Obstacles to innovation

3. THE TECHNOLOGICAL FUNCTION

1. Technological surveillance
2. Technological analysis
3. Protection of technology

4. INNOVATION STRATEGIES

1. Organisational strategy
2. Technological strategy
3. Innovation strategy
4. Knowledge strategy

5. THE INNOVATIVE COMPANY

1. The organizational structure of the company
2. Knowledge management
3. The learning organization



WORKLOAD

ACTIVITY	Hours	% To be attended
Theory classes	22,50	100
Classroom practices	22,50	100
Development of group work	12,50	0
Development of individual work	10,00	0
Study and independent work	45,00	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.

SECOND CALL:

When the student fails in the first call, it is necessary to take a test with the same characteristics on the second call on the date established by the center. The exam will be completed with tests that will allow the evaluation, if any, of the recoverable continuous evaluation activities. In this call, the grades of the non-recoverable continuous evaluation activities will be maintained. If a student fails in the second call, no grade is saved for the following course



REFERENCES

Basic

- Castro-Martínez, E., Fernández de Lucio, I. (2020). La innovación y sus protagonistas, Catarata, Madrid.
- Fernández, E. (2005). Estrategia de innovación, Thomson, Madrid.
- OECD (2018). Guidelines for Collecting, Reporting and Using Data on Innovation. Oslo Manual. Paris: OECD.
- 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.

Additional

- Chesbrough, H., Vanhaverbeke, W., West, J. (Eds.). (2014). New frontiers in open innovation. Oxford.
- Johnson, G.; Scholes, K., Whittington, R. (2017): Exploring strategy: text and cases. Pearson.
- Osterwalder, A., Pigneur, Y. (2010). Business model generation: a handbook for visionaries, game changers, and challengers (Vol. 1). John Wiley & Sons.
- Tidd, J., Bodley, K. (2002). The influence of project novelty on the new product development process. R&D Management, 32(2), 127-138.