

**FITXA IDENTIFICATIVA****Dades de l'Assignatura**

Codi	35906
Nom	Gestió del canvi i la innovació
Cicle	Grau
Crèdits ECTS	6.0
Curs acadèmic	2017 - 2018

Titulació/titulacions

Titulació	Centre	Curs	Període
1314 - Grau de Negocis Internacionals/ International Business	Facultat d'Economia	4	Primer quadrimestre

Matèries

Titulació	Matèria	Caràcter
1314 - Grau de Negocis Internacionals/ International Business	24 - Cambio e Innovación	Optativa

Coordinació

Nom	Departament
MORENO LUZON, MARIA DOLORES	105 - Direcció d'Empreses 'Juan José Renau Piqueras'

RESUM

Successful innovation is strategy-based, depends on effective internal and external linkages, requires enabling mechanisms for making change happen, and, it only happens within a supporting organizational context. Not all innovation is, of course, successful - but the opportunities for learning from failure are also considerable.

With this course we will go through a comprehensive search of the main clues for the effective management of innovation in an international environment. We will cover between others the following issues:

1. Globalization of innovation and the responses to the global challenges
2. Innovation networks and internationalization
3. Open innovation
4. Social innovation
5. Innovation for sustainability



- 6. Why innovations fail and how to avoid failure and learn from it
- 7. Creating high involvement innovation conditions

CONEIXEMENTS PREVIS

Relació amb altres assignatures de la mateixa titulació

No heu especificat les restriccions de matrícula amb altres assignatures del pla d'estudis.

Altres tipus de requisits

Not required

COMPETÈNCIES

1314 - Grau de Negocis Internacionals/ International Business

- Desenvolupar la capacitat d'avaluació i d'anàlisi crítica de fenòmens i agents econòmics internacionals.
- Desenvolupar la sensibilitat intercultural i la capacitat d'adaptació a altres contextos geopolítics.
- Tenir capacitat per treballar en equips multidisciplinaris i interculturals.
- Comprendre l'estructura i el funcionament de les empreses i les organitzacions que operen en un context internacional.
- Desenvolupar una actitud ètica en els negocis respectant els drets humans i el medi tant al país d'origen com en els distints mercats en què s'opere.
- Agafar les oportunitats que ofereixen els processos d'investigació, desenvolupament i innovació a nivell global.
- Conèixer les distintes perspectives relacionades amb el canvi individual i el canvi en equip.
- Conèixer els diferents models i perspectives del canvi organitzatiu.
- Conèixer quins són els factors d'èxit per al canvi de la cultura organitzativa.
- Ser capaç de gestionar processos de canvi basats en les noves tecnologies.
- Conèixer les estratègies tecnològiques i d'innovació, així com les eines d'anàlisi tecnològica i les capacitats tecnològiques de l'empresa.
- Conèixer les característiques bàsiques dels sectors d'alta tecnologia.
- Comprendre el procés de desenvolupament de productes nous.
- Desenvolupar la capacitat d'implementar els sistemes de vigilància i protecció tecnològica.
- Conèixer les formes principals de transmissió de la tecnologia.



- Ser conscient de l'impacte de les activitats productives sobre el medi i mantenir una actitud de sostenibilitat.

RESULTATS DE L'APRENENTATGE

Upon completing the course, students should be able to:

1. Understand the clues for the effective management of innovation in an international environment.
2. Detect opportunities offered by innovation at an international level.
3. Understand why innovations fail and how to avoid it.
4. Follow up systematically all the steps of the innovation process.
5. Critically analyze the appropriate conditions in the organization for innovation to flourish.
6. Understand and contextualize new perspectives in the managing of innovation, as open innovation, innovation networking, social innovation, and innovation for sustainability.
7. Develop a creative attitude toward all the issues studied in the course.
8. Develop skills for team working.

DESCRIPCIÓ DE CONTINGUTS

1. Innovation. What it is and why it matters. The role of innovation in an international context.

- 1.1. Why innovation matters
- 1.2. What is innovation?
- 1.3. A process view of innovation
- 1.4. The role of innovation in an international context

2. Managing innovation.

- 2.1. Can we manage innovation?
- 2.2. Developing an innovation strategy
- 2.3. Developing firm specific competences
- 2.4. Meeting the challenge of uncertainty



3. Innovation, knowledge and learning.

- 3.1. Sources of innovation, how to search.
- 3.2. Innovation and learning
- 3.3. Balancing exploitation and exploration
- 3.4. Absorptive capacity.
- 3.5. Innovation networks and learning networks

4. Building the innovative organization. Individual and team issues.

- 4.1. Shared vision and leadership
- 4.2. The role of facilitators
- 4.3. Team work
- 4.4. Participation

5. Organizational context for innovation

- 5.1. Building the appropriate structure for innovation
- 5.2. Creative climate
- 5.3. Organizational culture for innovation
- 5.4. Customer orientation

6. Models and perspectives of organizational change.

- 6.1 Individual, team and organizational change
- 6.2. Models of organizational change
- 6.3. Clues to avoid resistance to change
- 6.4. Success factors for cultural change
- 6.5. Managing technological based change

7. Implementing innovations.

- 7.1 Processes for new product development
- 7.2. Influence of technology and markets on commercialization
- 7.3. Service innovation
- 7.4. Exploiting new ventures

8. New perspectives on innovation.

- 8.1. Open innovation.
- 8.2. Social innovation
- 8.3. Innovation for sustainability

**9. Capturing the benefits of innovation.**

- 9.1. Creating value through innovation
- 9.2. Exploiting knowledge and intellectual property. Technological protection.
- 9.3. Capturing learning from innovation.

VOLUM DE TREBALL

ACTIVITAT	Hores	% Presencial
Classes de teoria	30,00	100
Pràctiques en aula	30,00	100
Elaboració de treballs en grup	15,00	0
Elaboració de treballs individuals	10,00	0
Estudi i treball autònom	30,00	0
Lectures de material complementari	10,00	0
Preparació d'activitats d'avaluació	15,00	0
Resolució de casos pràctics	10,00	0
TOTAL	150,00	

METODOLOGIA DOCENT

We will use different methodologies in the teaching-learning process of Change and Innovation Management:

Lectures: We will use the lectures to present the theoretical contents of the subject. The course comprises a set of approximately fifteen two-hour lectures devoted to theoretical issues. For each topic (unit) the students will have a guiding scheme that allows them, through a literature search, the construction of their own study materials. Even though the lectures are mainly expositive, the participation of the students with questions and suggestions will be strongly promoted.

Practical classes: Another set of approximately fifteen two-hour practical sessions will be used to present and discuss practical cases.

Part of these sessions will correspond to student presentations (attendance of non-presenting students is compulsory). They allow implement the knowledge acquired in lectures and demonstrate the ability to work in teams and give public presentations. In particular we will use the case method teaching and other forms of participative methodologies. The aim is to develop the skills of analysis and synthesis of information, critical ability, and the ability to work independently and in teams. As well as be proficient in communication.



AVALUACIÓ

Assessment is by examination and coursework. The grade of the course will be divided into 50% for individual and/or team assignments and participation, and 50% for the final exam. The pass mark is 50 percent. The assignments will be evaluated according to the information quality, creativity and persuasiveness of the analysis and the quality of the presentation.

Continuous evaluation activities will be non-recoverable in the second call. The grade obtained by these activities

will be maintained for the evaluation of the second call.

REFERÈNCIES

Bàsiques

- Tidd J. and Bessant J. (2013) "Managing Innovation. Integrating Technological, Market and Organizational Change". John Wiley & Sons, Ltd.

Complementàries

- Cameron, E. and Green, M. (2004) Making sense of change management : a complete guide to the models, tools & techniques of organizational change. London ; Sterling, VA
- Fichter, K. and Beucker, S. (2012) Innovation communities : team-working of key persons - a success factor in radical innovation Berlin ; New York : Springer
- Frenz, M. and R. Lambert (2012), Mixed Modes of Innovation: An Empiric Approach to Capturing Firms' Innovation Behaviour, OECD Science, Technology and Industry Working Papers, 2012/06, OECD Publishing. <http://dx.doi.org/10.1787/5k8x6l0bp3bp-en>
- MacGregor, S. P. and Carleton, T. Ed. (2012) Sustaining innovation: collaboration models for a complex world New York, NY : Springer
- Michellini, L. (2012) Social innovation and new business models: creating shared value in low-income markets. Berlin ; New York : Springer. Chapter 1.