

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

<b>Code</b>	36161
<b>Name</b>	Competitiveness, innovationa and R&D policies
<b>Cycle</b>	Grade
<b>ECTS Credits</b>	6.0
<b>Academic year</b>	2022 - 2023

**Study (s)**

<b>Degree</b>	<b>Center</b>	<b>Acad. year</b>	<b>Period</b>
1316 - Degree in Economics	Faculty of Economics	4	First term

**Subject-matter**

<b>Degree</b>	<b>Subject-matter</b>	<b>Character</b>
1316 - Degree in Economics	21 - Pathway: industrial and business economics	Optional

**Coordination**

<b>Name</b>	<b>Department</b>
MARUGAN GACIMARTIN, JOSE MARIA	110 - Applied Economics

**SUMMARY**

The subject Competitiveness, innovation and R&D policies aims to analyze the concepts, variables and relationships that explain the competitiveness of companies, regions and countries, and, therefore, their sustainable development, and in which R&D + i, (or, in its most generic sense, Innovation), has a strategic role. Particularly in the case of industrialized countries, where the wage component in company costs reaches relatively high levels compared to emerging countries

**PREVIOUS KNOWLEDGE****Relationship to other subjects of the same degree**



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

### Other requirements

Relationship with other subjects of the same degree

Enrollment restrictions have not been specified with other subjects of the curriculum

Other types of requirements

Basic knowledge of Economic Policy

## OUTCOMES

### 1316 - Degree in Economics

- Show critical thinking skills.
- Be able to collect and analyse information.
- Have decision-making skills and be able to apply knowledge to practice.
- Be able to work in a team (including interdisciplinary teams).
- Be able to learn autonomously.
- Be able to use ICTs.
- Apply the principles of economic analysis (rational decision) to the diagnosis and resolution of problems.
- Understand and apply the scientific method, which involves formulating hypotheses, deducing verifiable results and contrasting them with empirical and experimental evidence.
- Understand the keys to the functioning of market economy, the difference between normative and positive reasoning and between the concepts of equity and efficiency.
- Understand the effects of different market structures on efficiency and equity and the influence of regulatory policies.
- Know and understand the main market failures (public goods and externalities), their private and public solutions and their influence on the environment and natural resources.
- Understand the effects of the existence of private information in relation to quality and productivity on the functioning and performance of markets and enterprises, as well as their possible private and public solutions.
- Understand the functioning of the economy at the aggregate level and the effect of different economic policies.
- Know and understand the determinants of the long-term sustainable growth of an economy.
- Know and understand the nature of international trade and of the financial framework in which it takes place.



- Know the Spanish, European and international economic environment, the productive sectors and the functioning of institutions.
- Know and understand the different instrumental, sectorial and structural economic policies, as well as their formulation process.
- Understand the mechanisms that explain the distribution of economic activity in space and regional and urban development processes.
- Know and understand the functioning of labour markets and the determinants of unemployment and wages.
- Know and understand the company, its functional organisation, its objectives and techniques. Understand the processes for the creation and development of the company and of innovation.
- Know how to analyse and design the strategic decisions of the company and their consequences.

## LEARNING OUTCOMES

He has sufficient microeconomic knowledge to analyze and interpret reality from an economic perspective. Understand the role of prices in the economy and their determination in different types of markets. He is able to understand the set of interactions that take place between the different markets of an economic system. Uses analytical reasoning to pose economic problems and solve them. Understands the role of incentives and strategic decisions in the behavior of companies and consumers and their importance in the design of economic policies and institutions. Ability to collect bibliography, structure it and interpret it based on theoretical knowledge. He rigorously argues economic opinions and economic policy proposals, both in writing and orally. It is capable of inscribing the real economic problems of markets and organizations in the conceptual and abstract scope of microeconomic models. Critically evaluates the magnitude and importance of the different economic problems and evaluates the advantages and disadvantages derived from possible policies designed to solve them, and their impact on society. Understand and analyze current and relevant issues, individually and as part of a group. Critically evaluate the strategic situation of a company in its environment and of its competitors. Measure the strategic capacity of an organization. Use the appropriate analytical tools to identify and diagnose strategic problems. Conceive, design and evaluate appropriate and creative strategic decisions that provide solutions to company problems by applying the most appropriate techniques and tools.

## DESCRIPTION OF CONTENTS

### 1. Competitiveness: Concept and scope of application

1. Competitiveness and productivity. The short and long term, static and dynamic, quantitative and qualitative aspects
2. The labor market and productivity
3. The competitiveness of the companies and the competitiveness of the countries, and / or regions:
  - 3.1. The Conjunctural Approach
  - 3.2. The competitiveness of companies
  - 3.3. Structural competitiveness: measurement and indicators



## **2. The competitiveness of companies**

1. Approaches and competitive business strategies
2. Competitiveness through History: dominant paradigms
3. The management of the value chain of the product and the company

## **3. Cluster, territory and competitiveness**

1. The origins of economic activity in a territory: how it all started
2. The role of the territory in the competitiveness of companies
3. Cluster formation and external economies
4. The policy of competitiveness in the territory: objectives and instruments

## **4. Competitiveness and innovation**

1. The role of innovation in the competitiveness of companies
2. Definition and types of innovation
3. Linear and interactive vision of innovation
4. Innovation in the company's value chain

## **5. Innovation Systems**

1. Definition
2. Components of an IS and interface mechanisms
3. Efficiency conditions of an IS

## **6. R&D and the Innovation System.**

1. Importance of the Science and Technology subsystem
2. Economic development and R&D. International comparisons
3. Objectives of the R + D + i policy
4. Instruments: Public investment and policies to stimulate R + D + i
5. Analysis of efficiency and indicators of results of investment in R&D

## **7. Competitiveness, production models and innovation**

1. What is a production model
2. Competitive strength of the various "production models"
3. The role of innovation in the reform of the production model
4. Policies aimed at reforming a production model: Objectives and Instruments

**8. Competitiveness and sustainability**

1. Business competitiveness within the framework of sustainable development
2. New business strategies
3. The public sector and the sustainability strategy

**WORKLOAD**

ACTIVITY	Hours	% To be attended
Theory classes	30,00	100
Classroom practices	30,00	100
Development of group work	5,00	0
Development of individual work	5,00	0
Study and independent work	65,00	0
Preparation of evaluation activities	5,00	0
Preparing lectures	5,00	0
Resolution of case studies	5,00	0
<b>TOTAL</b>	<b>150,00</b>	

**TEACHING METHODOLOGY**

Theoretical classes (presentation by the teacher with the active participation of the students) and practical classes (based on the work done previously or in the classroom, by the students) will be combined.

**EVALUATION**

The final evaluation exam grade (made up of a series of alternative answer questions) will account for 70% of the final grade for the course. The practical grade will be 30% of the final grade for the course, but it will only be computed in the event that in the final evaluation exam the student gets approved. Otherwise, the suspended grade of the final evaluation exam will score 100% of the final grade for the course, which will not prevent the practice grade obtained from being saved for the second call (July) to be weighed in it, if it is possible to pass the extraordinary final evaluation exam.

The practical grade will be obtained through continuous evaluation, which will weigh, among others, the following points: attitude in the practical classes, performance and presentation of work individually or in groups, voluntary tests of singular knowledge, etc. These continuous evaluation activities will not be recoverable





## REFERENCES

### Basic

- Tema 1. Competitividad: Concepto y ámbito de aplicación:
  - World Economic Forum 2019 :  
([http://www3.weforum.org/docs/WEF\\_TheGlobalCompetitivenessReport2019.pdf](http://www3.weforum.org/docs/WEF_TheGlobalCompetitivenessReport2019.pdf))
  - Banco Mundial (2020) Informe Doing Business 2020:  
<https://espanol.doingbusiness.org/es/data/exploreeconomies/spain>
  - (<https://openknowledge.worldbank.org/bitstream/handle/10986/32436/9781464814402.pdf>)
- Tema 2. La competitividad de las empresas:
  - García Reche, A, Mas Verdú, F.: La Política Industrial. En García Reche, A, y Sanchez Andrés, A. (Coord.) (2015): Políticas económicas estructurales y de competitividad. Tirant lo Blanch
  - Porter, M. (2009): Estrategia competitiva: técnicas para el análisis de la empresa y sus competidores. Pirámide
  - Porter, M. (2009): Ser competitivo. Ed. Deusto
- Tema 3. Clúster, territorio y competitividad:
  - Porter, M. (2009): Ser competitivo. Deusto ediciones
  - Porter, M. (2010): Ventaja competitiva: creación y sostenimiento de un desarrollo superior. Pirámide
  - Krugman, P (1992): Geografía y comercio. Antoni Bosch
  - Cioloma Guerrero, D. (2010): La dinamización de clústeres como política industrial territorial  
<https://es.slideshare.net/dcolomaguerrero/la-dinamizacion-de-clusters-como-politica-industrial-territorial>
- Tema 4. Competitividad e innovación:
  - García Reche, A, Más Verdú, F: La Política Industrial. En García Reche, A, y Sanchez Andrés, A. (coord.) (2015): Políticas económicas estructurales y de competitividad. Tirant lo Blanch
  - OCDE (2006): Manual de Oslo. Guía para la recogida e interpretación de datos sobre innovación
  - OECD: Nacional Innovación Sistem (<http://www.oecd.org/science/inno/2101733.pdf>)
  - Torrejón Velardiez, M. (2015): Política de Investigación y Desarrollo (I+D). Garcia Reche, A, y Sanchez Andrés, A (Coord.): Políticas económicas estructurales y de competitividad
- Tema 5. Los Sistemas de Innovación:
  - OECD: National Innovation Sistem (<http://www.oecd.org/science/inno/2101733.pdf>) Navarro, M. (2015): Sistemas nacionales de innovación: una revisión de la literatura. Documento de trabajo (<http://eprints.ucm.es/6759/1/26-0>)
  - Hervás, JL. et alia: Sistemas nacionales de innovación: determinantes y acciones de política industrial. E para la OCDE. Revista de economía Industrial, (2015) 173, 1-24.  
(<http://www.minetur.gob.es/Publicaciones/Publicacionesperiodicas/EconomiaIndustrial/RevistaEconomiaIndustrial/s%20Hervas.pdf>)
  - Fernández de Lucio, I., Rojo de la Biseca, J., Castro-Martínez, E. (2003): Enfoques de políticas regionales de la Unión Europea. Delegación Española de la Academia Europea de Ciencias y Letras (2003).  
(<https://es.scribd.com/document/104559784/Enfoques-de-Politicas-Regionales-de-Innovacion-de-Ue>)



- Tema 6. La I+D y el Sistema de Innovación:
  - La I+D y el Sistema de Innovación: - Fundación COTEC. (Junio 2020): Informe COTEC <http://informecotec.es/> Tecnología e innovación en España (<https://online.flippingbook.com/view/1027758/8/>)
  - Indicadores del Sistema Español de Ciencia, Tecnología e Innovación 2019
  - [https://www.fecyt.es/es/system/files/publications/attachments/2019/12/indicadores\\_2019\\_web.pdf](https://www.fecyt.es/es/system/files/publications/attachments/2019/12/indicadores_2019_web.pdf)
  - Torrejón Velardiez, M. (2010): Política de Investigación y Desarrollo (I+D). En García Reche, A, y Sánchez Andrés, A: Política económica estructural y de competitividad
- Tema 7. Competitividad, modelos productivos e innovación:
  - García Reche, A. (2010): El papel de la I+D en la mejora de nuevo modelo productivo español. En Jose Ma Zufiaur (coord.): Hacia un cambio de modelo productivo. Fundación Largo Caballero. Ministerio de Trabajo e Inmigración
  - García Reche, A. (2013): El cambio de modelo productivo: ¿realidad o ficción? En Revista Pasajes, primavera 2013. PUV
  - <http://roderic.uv.es/bitstream/handle/10550/45545/62-69.pdf?sequence=1&isAllowed=y>
  - [https://www.jstor.org/stable/pasajes.41.62?seq=1#page\\_scan\\_tab\\_contents](https://www.jstor.org/stable/pasajes.41.62?seq=1#page_scan_tab_contents)
- García Perdiguero, T., y García Reche, A. (2013 y 2011): Cultura, políticas y prácticas de RSE en las empresas de I B E X 35 (<http://www.observatoriorse.org.es/Publicaciones/Estudio%202014%20Cultura,%20Pol%C3%ADticas%20y%20Pr%C3%A1cticas%20de%20Responsabilidad%20Social%20de%20las%20empresas%20de%20IBEX%2035.pdf>)
- García Perdiguero, T., y García Reche, A. (1995): Crecimiento, competitividad y responsabilidad: la encrucijada europea. La responsabilidad social de las empresas y los nuevos desafíos de la gestión empresarial PUV (<http://portal.ugt.org/claridad/numero10/tomas.pdf>)
- Antonio Ferrer S (<http://www.observatoriorse.org.es/Publicaciones/La%20Responsabilidad%20Social%20de%20las%20Empresas%20y%20la%20necesidad%20del%20Di%C3%A1logo%20Social.pdf>)
- Porter, M. y Kramer, Mark, R. (2006): Estrategia y sociedad. Harvard Business Review. América Latina (<http://www.cepb.org.bo/urser/wpcontent/uploads/2014/12/E33.pdf>)
- Porter y Kramer (2011): Creating Shared Value. How to reinvent capitalism- and unleash a wave of innovation and growth publicado por Harvard Business Review