

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

Code	42810
Name	Technology, innovation and strategy
Cycle	Master's degree
ECTS Credits	6.0
Academic year	2023 - 2024

Study (s)

Degree	Center	Acad. year	Period
2132 - M.U. en Creación y Gestión de Empresas Innovadoras	Faculty of Economics	1	First term

Subject-matter

Degree	Subject-matter	Character
2132 - M.U. en Creación y Gestión de Empresas Innovadoras	1 - Innovation	Obligatory

Coordination

Name	Department
GONZALEZ CRUZ, TOMAS	105 - Business Administration 'Juan José Renau Piqueras'
MARCH CHORDA, ISIDRE	105 - Business Administration 'Juan José Renau Piqueras'

SUMMARY

In today's highly dynamic environment, it is essential to understand the drivers of the innovation at the firm level.

The purpose of this subject is precisely to conceptualize and understand the implications of the 3 axes that underpin much of the competitive success of the current company: technology, R&D and innovation itself. These 3 components acquire a leading role in the current economic-business environment as guarantors of competitiveness.



In addition to presenting, analyzing and debating the content and implications of technology, R&D and innovation, special emphasis will be placed on the different strategies that companies can adopt in front of innovation, as well as the relationship with the corporate strategy. .

Several sessions will take the format of Seminars, with guests of recognized professional expertise in the field, who will provide an applied vision on different aspects of knowledge and innovation management.

PREVIOUS KNOWLEDGE

Relationship to other subjects of the same degree

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

Other requirements

No se requieren conocimientos previos

OUTCOMES

2132 - M.U. en Creación y Gestión de Empresas Innovadoras

- Students should apply acquired knowledge to solve problems in unfamiliar contexts within their field of study, including multidisciplinary scenarios.
- Students should possess and understand foundational knowledge that enables original thinking and research in the field.

LEARNING OUTCOMES

Students are expected to understand the framework from which to assess the innovative capacity of firms both from within the company and the external environment.

To learn and understand the strategic impacts of innovation, and how they affect the competitive position of the firm.

To better understand the processes of formulation and implementation of strategies promoting innovation and change.

To identify the organizational factors that can favor or hinder the implementation of innovation-led strategies.



DESCRIPTION OF CONTENTS

1. INNOVATION KEY ASPECTS

- . Technology and R&D
- . Innovation
- . Innovation types
- . Innovation strategy
- . Innovative organization

2. INNOVATION: NEW APPROACHES

- . Innovation in value
- . Frugal innovation
- . Open innovation
- . Disruptive innovation: blue ocean

3. INNOVATION MANAGEMENT I: EXPLORATION AND DEVELOPMENT

- . Innovation screening
- . Design thinking
- . Development of new products
- . Rapid prototyping

4. INNOVATION MANAGEMENT II: EXPLOITATION

- . Innovation management tools
- . Protection and transfer of technology and innovation
- . Innovation impact analysis

5. SUPPORTIVE ENVIRONMENT TO INNOVATION

- . Innovation supportive programmes
- . Institutions promoting innovation
- . Databases in innovation
- . Innovation indicators at the enterprise and territorial level

**WORKLOAD**

ACTIVITY	Hours	% To be attended
Theory classes	45,00	100
Attendance at events and external activities	15,00	0
Development of group work	15,00	0
Development of individual work	10,00	0
Study and independent work	25,00	0
Readings supplementary material	10,00	0
Preparing lectures	5,00	0
Resolution of case studies	15,00	0
TOTAL	140,00	

TEACHING METHODOLOGY**English version is not available****EVALUATION**

The subject will be assessed through the following items:

- Theoretical contents:
 - Exam: 30% of the final grade
- Practica contents:
 - Individual and team assignments: 70 % of the final grade

REFERENCES**Basic**

- Valls, J. Escorsa, P. (2003), Tecnología e innovación en la empresa. dirección y gestión, Edicions UpC, Barcelona
- Fernandez, E. (2005), Estrategia de innovación, Thomson, Madrid
- Benavides, C.A. (1998), Tecnología, innovación y empresa, Pirámide, Madrid
- Gaynor, G. (1999), Manual de gestión en tecnología, McGrawHill, Madrid



- www.cotec.es
- West, A. (2002), Estrategia de innovación, Fundación COTEC, Madrid
- Tidd, J., Bessant, J. (2007), Managing innovation, John Wiley and Sons, London
- Kim, W,C, Mauborgne, R. (2005), Blue Ocean Strategy, Harvard Business Press
- March, I. (2016), Innovación y desempeño en la empresa valenciana, Universitat de Valencia e Improven