

## 61769 - Innovation Management

### Syllabus Information

**Academic Year:** 2020/21

**Subject:** 61769 - Innovation Management

**Faculty / School:** 109 - Facultad de Economía y Empresa

**Degree:** 555 - Master's in Management, Strategy and Marketing

**ECTS:** 3.0

**Year:** 1

**Semester:** Second semester

**Subject Type:** Optional

**Module:** ---

### 1.General information

#### 1.1.Aims of the course

#### 1.2.Context and importance of this course in the degree

#### 1.3.Recommendations to take this course

### 2.Learning goals

#### 2.1.Competences

#### 2.2.Learning goals

#### 2.3.Importance of learning goals

### 3.Assessment (1st and 2nd call)

#### 3.1.Assessment tasks (description of tasks, marking system and assessment criteria)

### 4.Methodology, learning tasks, syllabus and resources

#### 4.1.Methodological overview

The learning process proposed for this course consider the following contents. First, it explains the importance of innovation and its organizational implications. At the same time, it studies the determinant elements of innovation and techniques of internal management. Finally, the third section analyzes the exploitation of innovation and its strategic implications for organizations. Every section deals with the main theoretical concepts and analysis techniques, as well as including group discussions of pre-selected readings of relevant topics.

#### 4.2.Learning tasks

The course includes the following learning tasks:

- Teachers present orally all the topics.
- Discussion in groups of pre-selected readings
- Individual assignment presented by the students in class

**Note:** It is expected that classes will take place at the Faculty (offline). However, classes would take place semi-on-site or online if it were necessary due to safety reasons.

#### 4.3.Syllabus

The course will address the following topics:

1. Innovation. Concept and types. Difficulties and challenges of management.
2. Evaluation and selection of innovation projects.
3. Structure of firm and innovation. Organizational flexibility.
4. Ways to get innovations.
5. Determinants of innovation.
6. Prospective and Technological Surveillance.
7. Measuring performance of innovation process.
8. Open innovation
9. Absorptive capacity
10. Impact of innovation.
11. Dissemination of innovations
12. Appropriation of innovation value
13. Timing of innovation adoption

#### **4.4.Course planning and calendar**

Class schedules will be published on the Faculty of Economics and Business website. Presentation of papers and other activities will be communicated by the responsible teacher through the appropriate means.

#### **4.5.Bibliography and recommended resources**

[http://biblos.unizar.es/br/br\\_citas.php?codigo=61769&year=2020](http://biblos.unizar.es/br/br_citas.php?codigo=61769&year=2020)