

Academic Year/course: 2021/22

61769 - Innovation Management

Syllabus Information

Academic Year: 2021/22

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

2. Learning goals

3. Assessment (1st and 2nd call)

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:

? Face-to-face class and content discussion (30 hours; attendance 100%)

? Seminars, tutorials and personal work of the student (45 hours; attendance 0)

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=2021