

## 30633 - Innovation and Technology Changes in the Company

### Syllabus Information

**Academic year:** 2023/24

**Subject:** 30633 - Innovation and Technology Changes in the Company

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

**Degree:** 432 - Joint Law - Business Administration and Management Programme

**ECTS:** 5.0

**Year:** 6

**Semester:** First semester

**Subject type:** Optional

**Module:**

### 1. General information

The main goal of this subject is to contribute to the training of ADE students in the basic aspects related to the processes of generation and diffusion of innovations in the business environment. We start from the premise that innovation is a fundamental element for the increase of business competitiveness, so that an adequate management of it is relevant for the achievement of the desired goals. Once the general framework has been configured in which innovations are generated and disseminated, it is necessary to focus on the aspects directly linked to the proper internal management of innovation within the company, with special emphasis on both the basic activities and the tools available for this purpose.

These approaches and goals are aligned with the Sustainable Development Goals (SDGs) of the United Nations Agenda 2030 Agenda 2030 (<https://www.un.org/sustainabledevelopment/en/>), in particular, the activities foreseen in the subject will contribute to the achievement of goals 8 (Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all) and 9 (Build resilient infrastructure, promote inclusive and sustainable industrialisation and foster innovation).

### 2. Learning results

- 1.- Diagnose and argue the main aspects directly linked to innovation management in the company.
- 2.- Understand the process of generation and diffusion of innovations in the business environment.
- 3.- Assess the innovative activity of a company or organization.
- 4.- Develop and implement different measures for innovation activities.
- 5.- Diagnose and assess the goals, barriers and results of the innovation.
- 6.- Identify and develop the basic activities in innovation management.
- 7.- Identify, develop and apply various tools for innovation management.

### 3. Syllabus

Lesson 1: Innovation

Lesson 2: Innovation and Information Systems - Oslo Manual

Lesson 3: Innovation Leadership/Management

### 4. Academic activities

Master classes: 25 hours

Practical classes: 25 hours

Personal Study: 73 hours

Assessment tests. 2 hours

5 ECTS = 125 hours

In principle, the teaching methodology and its evaluation is planned to be based on face-to-face classes. However, if circumstances so require, they may be carried out online.

### 5. Assessment system

The subject will be assessed by continuous assessment or global evaluation during the first call, and by global assessment during the second call.

#### Continuous evaluation:

Class participation, the delivery and correction of written reports of the practices, and the delivery in writing and presentation in class of a final work or project will be valued. Each part, class participation, written reports of the internships, and final project, weighs one third of the final grade. To opt for this assessment system, the student must obtain a minimum grade of 3 points out of 10 in an exam that will take place either on the days set aside at the end of the semester for the completion of the continuous assessment tests, or on the last days of class. If the student obtains a grade on the test higher than the grade obtained through the weighted sum of the grades obtained by his or her class participation, internship reports, and final project, the test grade will prevail. The student who does not reach the minimum required in the continuous assessment tests, will not be able to continue with this evaluation procedure **Global Assessment**

Students who do not opt for continuous assessment or who do not pass the subject by this procedure or who wish to improve their grade, will have the right to sit the overall test, with the best of the grades obtained prevailing.

This global test consists of a final written test in which the student will have to answer a series of questions of a theoretical-practical nature to be developed, in which the knowledge and assimilation of the theoretical concepts must be demonstrated, the answers being complemented with the application of the practical aspects seen in the cases, readings and examples. As a guideline, the theoretical part represents between 50% and 60% of the grade, and the practical part between 40% and 50% of the grade.

#### **Assessment Criteria:**

##### **In continuous assessment, the following will be assessed:**

1.- Demonstration of continuous and deep monitoring of the contents of the subject through participation in class and answering the questions asked by the teacher at all times (it will be assessed from 0 to 10 and will be multiplied by 1/3 in order to be included in the final grade). The scoring system will be linear with the number of actual participations

2.- Delivery of written reports of the practices (1/3 of the grade). Written reports must be submitted on the dates indicated by the teacher. In order to obtain the maximum score in this section, it is essential to submit all reports in due time and form to . Missing one report will be penalized 40% and missing two reports will be penalized 80%. If the student fails to submit three or more reports, he/she will not obtain a positive grade in this section. For the computation of this part in the final grade, the grade of this section (from 0 to 10 points) will be multiplied by 1/3.

3.- In-class presentation and written submission of group work, up to three people (1/3 of the grade). The work will be graded from 0 to 10 according to its content and presentation and this grade will be multiplied by 1/3 for the calculation of the final grade.

In order to opt for this assessment system, the student must obtain a minimum grade of 3 points out of 10 in a final test to be held in the last days of the semester. If the student obtains a grade in the test higher than the grade obtained from the sum of the three aspects mentioned above, the highest grade will always prevail.

This final test will consist of three or four questions of a theoretical-practical nature in which knowledge and assimilation of the theoretical concepts must be demonstrated, the answers being complemented by the application of the practical aspects seen in the cases, readings and examples. As a guideline, the theoretical part represents between 50% and 60% of the grade, and the practical part between 40% and 50% of the grade.

##### **In the overall test, the following will be assessed:**

The degree to which the student has acquired the expected learning results, through their answers to the questions on the basic concepts of the subject worked on in class and contained in the assigned readings, and the solving of exercises and cases related to the contents of the term.

*It is foreseen that these tests will be carried out in person, but if health circumstances require it, they will be carried out in a blended or online manner. In the case of online assessment, it is important to note that, in any test, the student may be recorded student may be recorded, and he/she may exercise his/her rights through the procedure indicated in: [https://protecciondatos.unizar.es/sites/protecciondatos.unizar.es/files/users/lopd/gdocencia\\_reducida.pdf](https://protecciondatos.unizar.es/sites/protecciondatos.unizar.es/files/users/lopd/gdocencia_reducida.pdf)*

*The necessary software will be used to check the originality of the activities carried out. The detection of plagiarism or copying in an activity will result in a grade of 0 points for that activity.*