

27338 - Business innovation and technological change

Información del Plan Docente

Academic Year	2016/17
Academic center	109 - Facultad de Economía y Empresa 301 - Facultad de Ciencias Sociales y Humanas
Degree	454 - Degree in Business Administration and Management 448 - Degree in Business Administration and Management
ECTS	5.0
Course	4
Period	Half-yearly
Subject Type	Optional
Module	---

1.Basic info

1.1.Recommendations to take this course

1.2.Activities and key dates for the course

2.Initiation

2.1.Learning outcomes that define the subject

2.2.Introduction

3.Context and competences

3.1.Goals

3.2.Context and meaning of the subject in the degree

3.3.Competences

3.4.Importance of learning outcomes

4.Evaluation

5.Activities and resources

5.1.General methodological presentation

Since the Course is a fourth year course, when students have taken most of the core courses and some of the elective ones, it is understood that the learning objective of knowing how to apply to real business situations what has already been learned, has priority over the objective of learning new, additional concepts. This is why the learning process involves the discussion of case studies and the elaboration of a course Project where students have the opportunity of learning by doing.

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5.2. Learning activities

- Magister classes in which the professor explains the basic concepts of the corresponding session and highlights their relevance as well as the main tools available to apply the concepts in solving management problems.
- Case studies in which the student can find realistic but unstructured business situations with problems of complexity similar to those found in business where student are likely to work in the future
- Readings of academic articles, books and reports to strengthen the students comprehension of the theoretical concepts.
- Personalized tutorial services for students by the professors of the course.

5.3. Program

Lesson 1: Innovation

1. Types of Innovation.
2. Importance of innovation.
3. Innovation process.
4. Protection of innovations.

Lesson 2: Innovation theory and the need for measurement

1. Economics approach to innovation.
2. Measurement framework.
3. Sectorial and regional aspects of innovation.

Lesson 3: Innovation process links

1. Incoming diffusion.
2. Outgoing diffusion.
3. Knowledge management.

Lesson 4: Innovation activities measurement

1. Investigation and experimental development.
2. Product and process innovation activities.
3. Marketing and organization innovation activities.

Lesson 5: Objectives, barriers and results of innovation.

1. Objective and effects of innovations.
2. Other firm performance impacts measurement.
3. Barriers to innovation.
4. Property rights of innovation.

Lesson 6: SME innovation management.

1. Strategy and firm characteristics.
2. Advantages and disadvantages of SME to innovate.
3. Basic activities in innovation management.
4. Innovation management tools.

Lesson 7: Innovation management in Spain: empirical data.

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1. Innovation diffusion.
2. Promotion programs.

5.4.Planning and scheduling

The Course will be taught in 50 hours of class work, divided approximately equal in magister lectures and class discussion of case studies and other materials. In general the lectures and the case discussion sessions will alternate. The last classes of the semester will be dedicated to students' presentations.

5.5.Bibliography and recomended resources

UPDATED BIBLIOGRAPHY IS AVAILABLE THROUGH THE WEBSITE OF THE LIBRARY:

<http://psfunizar7.unizar.es/br13/eBuscar.php?tipo=a>