

27653 - Innovation Management

Información del Plan Docente

Academic Year	2016/17
Academic center	109 - Facultad de Economía y Empresa
Degree	450 - Degree in Marketing and Market Research
ECTS	5.0
Course	4
Period	Second semester
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

The learning process that is designed for this subject is based on the following:

Being a subject last year of the degree is understood that student learning weighs just over the ability to apply acquired knowledge that completely new knowledge acquisition. So the learning process is designed for the student to be involved in the resolution of practical cases, in the discussion of ideas and proposals with the rest of the class, and teamwork through the development of a job final. Student work in the preparation of cases and the subsequent class discussion of the results, complete with master classes with Professor greater role in the transmission of knowledge.

27653 - Innovation Management

5.2.Learning activities

The program that the student is offered to help you achieve the expected results includes the following activities ...

1. Lectures in which the teacher presents the basic contents of each issue, justifying its relevance and providing concepts and tools to solve practical cases.
2. Case studies representing relatively complex business situations and unstructured requiring the student to correctly identify the problem, identify alternative solutions, value and opt for one or more of them and then defend the decision in class in front of their peers.
3. Visits to relate to the representative of the Community Innovation Institutions.
4. Readings of articles, book chapters academic content and official documents to complete the conceptual aspects of each topic presented by the teacher.
5. Individual tutorials and customized to any student can go as often as you want.

5.3.Program

Theme 1: Globalization and Innovation Economy

Theme 2: Innovation

1. Introduction: the semantic jungle
2. Innovation: definition and classifications
3. Types of Innovation
4. Economic agents involved in innovation
5. The innovative process

Item 3: Innovation in the enterprise

1. Introduction
2. The importance of innovation for the company
3. The business model of innovation in the broad sense
4. Team management for the development of innovations

27653 - Innovation Management

5. Current situation of innovation management
6. Internal and external determinants of innovation
7. Contact interorganizational: social networks and collaborative environments

Item 4: Strategic Management of Innovation

1. Concept Strategy
2. Strategy Fundamentals
3. Concept of Strategy and Technological Innovation Strategy
4. Technology Plan

Item 5: Management Systems Innovation

1. Fundamentals of Innovation Management Systems
2. Key Elements of a Business Management System
3. The Framework Management Innovation
 1. Requirements needed
 2. Current regulations
 4. Protection of the results of innovation

Item 6: Innovation Methodologies and Tools

1. Introduction and Concept: Prospective and Technological Vigilance
2. The organization of technological surveillance company
3. Prospective and evolution (Foresight)
4. Foresight Methodologies
5. Competitive Intelligence Systems

27653 - Innovation Management

6. Knowledge Management

7. Organizational Redesign

8. Tools for managing innovation

Item 7: The System Innovation and European Spanish.

Item 8: Indicators and Metrics Innovation System

5.4.Planning and scheduling

5.5.Bibliography and recommended resources