

## INNOVATION MANAGEMENT

### GENERAL OVERVIEW OF THE COMPETENCE

**DEGREE:** Business Management (Grado en Administración y Dirección de Empresas)

<b>TYPE</b>	Basic Training	Compulsory	X	Optional
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**CREDITS:** 4 ECTS

**COURSE:** 3rd

**SEMESTER:** 2nd

**MODULE:** INNOVATION AND ENTREPRENEURSHIP

**LANGUAGE:** English

### MAIN INFORMATION OF THE COMPETENCE

**C302.** Evaluate the innovative capacity of different types of organizations, applying models aimed at influencing value generation and sustainable competitive advantages.

### 2. REQUIREMENTS

It would be desirable that students would have previous knowledge about strategic planning.

### 3. TRANSVERSAL COMPETENCES

LO2. Effective oral and written communication

LO5. Team work

### 4. METHODOLOGY

The methodological approach will be mainly practical, trying to balance theoretical and on-site classes, with article reading, company visits, team work and application projects.

Project based Learning	X	Problem based Learning		Case Studies	X
Team work	X	Company visits	X	Simulation	
Workshops		Expert conferences	X	Learning communities (wikis, blogs,etc)	

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## 5. PROGRAMME

<b>Competencia 302 (C302)</b>	<p><b>Module 1: Introduction to Innovation Management</b> Thinking style Definition of Innovation Innovation drivers &amp; challenges Vectors &amp; types of innovation Business Model innovation The ambidextrous organisation</p> <p><b>Module 2: Innovation strategies</b></p> <p>New strategies for innovation: - Business Model Patterns - Blue ocean Strategy</p> <p>- Servitization</p> <p><b>Module 3: Structure for innovation</b></p> <p>- Innovation processes - Portfolio management - Stage gate process - Open Innovation: User-driven, B2B, intra &amp; crowdsourcing - Lean Startup Process</p>
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## 6. BIBLIOGRAPHY AND OTHER INFORMATION SOURCES

<b>Competence 302 (C302)</b>	<ul style="list-style-type: none"><li>• Chesbrough, H. (2005), <i>Open Innovation</i>. Harvard Business School Press, Boston.</li><li>• Collins, J (2011), <i>Empresas que caen y por qué otras sobreviven</i>, Ed. Deusto, Barcelona.</li><li>• Florida, R. (2010), <i>La clase creativa. La transformación de la cultura del trabajo y el ocio en el siglo XXI</i>, Paidós, Barcelona.</li><li>• Godin, S. (2012), <i>¡Hazlo! ¿Cuándo fue la última vez que hiciste algo por primera vez?</i> Ed. B.S.A. Barcelona.</li><li>• Hamel G. (2006): The Why, What, and How of Management Innovation, Harvard Business Review, February, HBS.</li><li>• Hamel G &amp; Bren B. (2007): The future of Management, Harvard Business School Press.</li><li>• Irizar, I. (2012), <i>El Plan de Negocio en la práctica</i>, Ed. Netbiblo, La Coruña.</li><li>• Katz, R. (2004), <i>The Human Side of Managing Technological Innovation</i>, Oxford University Press, New York.</li><li>• Kim &amp; Moubourgne (2005), <i>Blue Ocean Strategy</i>, Harvard Business School Press.</li><li>• Mintzberg, H. (2009), <i>Managing</i>, Berrett-Koehler Publishers, Quebec.</li><li>• Nonaka, I y Takeuchi, H. (2001), <i>Knowledge Emergence, Social, Technical and Evolutionary dimensions of Knowledge Creation</i>, Oxford University Press, New York.</li><li>• OECD (2005): <i>Oslo Manual: Guidelines for Collecting and Interpreting Innovation</i>, 3rd Ed. OECD Publications, Paris.</li><li>• Osterwalder, A, y Pigneur, Y. (2011), <i>Generación de modelos de negocio</i>, Deusto-Gestión 2000, Barcelona.</li><li>• Peters, T. (2010) <i>Las pequeñas grandes cosas: 163 trucos para conseguir la excelencia</i>, Ed. Deusto, Barcelona.</li><li>• Priede, T. y otros (2010), <i>Creación y desarrollo de empresas</i>, Ed. Pirámide, Madrid.</li><li>• Sawhney M., Wolcott R., Arroniz I. (2006): "The 12 Different Ways for Companies to Innovate", MIT Sloan Management Review, Spring Vol47 n3.</li><li>• Tushman, M. L., &amp; O'Reilly, C. A. (1996). Ambidextrous organizations: Managing evolutionary and revolutionary change. <i>California Management Review</i>, 38, 8-30.</li><li>• Ulrich, K. y Eppinger, S. (2008), <i>Product Design and Development</i>, Irwin/McGraw-Hill, New York.</li></ul>
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## 7. ASSESSMENT

Continuous assessment system, through a permanent information provided to teachers and to students about the subject's learning status along the course. It is based on the following activities:

- Attendance and proactive participation of the students in the theoretical classes, practices and seminars.
- Guided individual and team works related to the subject's contents.
- Personal and professional competences development.
- Exams and team work presentations.

<b>A1</b>	<b>Attendance &amp; proactive participation</b>
<b>A2</b>	<b>Individual presentation (LO2)</b>
<b>A3</b>	<b>Team Work (LO5)</b>
<b>A4</b>	<b>Exam</b>

Evaluation is based on competences and will be done as follows:

The specific criteria for evaluation and taking-off will be presented in class in the first session. There are some minimum conditions to get the competence:

- At least 5/10 in the Competence (C).
- At least 4/10 in each learning outcome.
- In the activity A4 – Exam, at least 5/10.
- Exam can be retaken, the rest of learning outcomes are retaken through the exam.

<b>INNOVATION MANAGEMENT</b>				
<b>Competence</b>	<b>C302: Evaluate the innovative capacity of different types of organizations, applying models aimed at influencing value generation and sustainable competitive advantages.</b>			
<b>Learning Outcomes</b>	<b>RA21. Master innovation management basic concepts</b>	<b>RA22. Knows how to structure innovation process within an organisation</b>	<b>RA23. Lead an innovative business project using innovation strategies</b>	
<b>A1: Attendance &amp; proactive participation</b>	25			<b>25</b>
<b>A2: Individual presentation (LO2)</b>			10	<b>10</b>
<b>A3: Team Work (LO5)</b>			25	<b>25</b>
<b>A4: Exam</b>		40		<b>40</b>
<b>Total</b>	<b>25</b>	<b>40</b>	<b>35</b>	<b>100</b>

Activities where LOs are assessed:

LO2. Effective oral and written communication

LO5. Team work