1. OVERVIEW

Subject area	Innovation Management
Degree	Bachelor's Degree in Data Science
School/Faculty	SCHOOL OF ARCHITECTURE AND POLYTECHNIC
Year	2nd year
ECTS	4.5 ECTS
Type	Compulsory
Language(s)	Spanish
Delivery Mode	On campus
Semester	Second

2. INTRODUCTION

Innovation Management is taught in the second year and is part of the business module. It aims to teach students how to boost innovation so that it provides a constant competitive advantage. It also deals with the importance of constantly evolving to adapt to changes in the market and consumer behaviour, as well as how to spot new opportunities and markets.

During the course, we will look at different lines and models of business innovation, the path from closed to open innovation, models for transferring knowledge, constraints, systems and results. Students will acquire technology watch techniques using patents, utility models and copyright.

They will therefore learn how the correct management of new products/services, processes, or marketing and organisation methods is vital in our current economic environment. In their future careers, students will have to deal with relationship problems between business and technology and how these two factors interact with their environment. Students will learn how to integrate innovation strategy and technology as a core part of the corporate business model.

3. SKILLS AND LEARNING OUTCOMES

Basic skills (CB, by the acronym in Spanish):

⇨ CB4: Students can communicate information, ideas, problems and solutions to both specialist and non-specialist audiences.

⇨ CB5: Students have developed the learning skills necessary to undertake further study in a much more independent manner.

Cross-curricular skills (CT, by the acronym in Spanish):

⇨ CT01: Ethical values: ability to think and act in line with universal principles based on the value of a person, contributing to their development and involving commitment to certain social values.

⇨ CT03. Teamwork: ability to integrate and collaborate actively with other people, areas and/or organisations to reach common goals.

⇨ CT04. Written/spoken communication: ability to communicate and gather information, ideas, opinions and viewpoints to understand and be able to act, spoken through words or gestures or written through words and/or graphic elements.

⇨ CT05. Analysis and problem-solving: be able to critically assess information, break down complex situations, identify patterns and consider different alternatives, approaches and perspectives in order to find the best solutions and effective negotiations.

⇨ CT06. Adapting to change: be able to accept, consider and integrate different perspectives, adapting your own approach as required by the situation at hand, and to work effectively in ambiguous situations.

⇨ CT07. Leadership: be able to direct, motivate and guide others by identifying their skills and abilities, in order to effectively manage their development and common interests.

⇨ CT08. Entrepreneurial spirit: ability to take on and carry out activities that generate new opportunities, foresee problems or lead to improvements.

⇨ CT09. Global mindset: Be able to show interest in and understand other customs and cultures, be aware of your own biases and work effectively as part of a global community.

Specific skills (CE, by the acronym in Spanish):

⇨ CE14. Ability to apply knowledge of the principles of organisation and management and understand the social, institutional and legal frameworks.

⇨ CE15. Ability to apply technological and innovative strategies as a way to grow, develop and improve a company's competitiveness.

Learning outcomes (RA, by the acronym in Spanish):

After passing the course the student will be able to:

⇨ R1. Describe the functions and processes to running a business.

⇨ R2. Design a strategic business plan.

⇨ R3. Assess the financial situation of a company and propose alternatives aligned with the strategy.

⇨ R4. Analyse the implications that technological innovation can have on different administrations.

⇨ R5. Analyse case studies on technological innovation in companies.

⇨ R6. Apply the core concepts of the digital economy and its importance to businesses.

⇨ R7. Establish a business plan and project viability assessment for business entrepreneurship.

4. CONTENTS

1. Section 1 Innovation management Technological innovation and business models
2. Section 2 Tools for innovation: Design thinking.
3. Section 3. Knowledge creation and management
4. Section 4. Open innovation and innovation networks
5. Section 5 Technology and innovation watch.

5. TEACHING/LEARNING METHODS

The types of teaching/learning methods are as follows:

On campus:

⇨ Master lectures
⇨ Case studies
⇨ Collaborative learning
⇨ Problem-based learning
⇨ Project-based learning
⇨ Learning based on laboratory work (laboratory, workshop and simulated environments)
⇨ Gamification
⇨ Field work (visits, work experience)

6. LEARNING ACTIVITIES

The types of learning activities, plus the amount of time spent on each activity, are as follows:

On campus:

Learning activity	Number of hours	% on campus
Master lectures	25	100%
Problem solving and case studies	20	50%
Practical seminars and debates/discussions	10	50%
Field work	7.5	100%

Learning contract (definition of interests, needs and objectives)	10	50%
Autonomous learning	30	0%
Tutorials	10	100%
TOTAL	112.5	

7. ASSESSMENT

The assessment methods, plus their weighting in the final grade for the subject area, are as follows:

On campus:

Assessment system	Culmination	Weighting
On campus tests to evaluate objectives of theory/practical learning (exam-type objective tests, written compositions, spoken presentations, case studies/problem solving, debates, simulation tests)	Test-type exam (activity 4)	40%
On campus laboratory tests (activity reports, spoken presentations)	Activity 3 (project and oral presentation)	25%
Off-site tests to assess theory/practical learning (case studies/problem solving)	Activities 1 and 2	25%
Attitude assessment tests (attitude assessment rules, class participation)	Class participation	5%
Self- and co-assessment (learning contract, learning outcomes)	Co-assessment	5%
TOTAL		100%

On the Virtual Campus, when you open the subject area, you can see all the details of your assessment activities and the deadlines and assessment procedures for each activity.

8. BIBLIOGRAPHY

The reference publication to accompany this subject area is:

Basic:

Phimister, A. & Torruella (2021). El libro de la innovación. Ed. Gen Innovación. Libros de Cabecera.

Keeley, L. et alt. (2013). Ten types of innovation: The discipline of building breakthroughs. Published by Jhon Wiley & Sons.

Osterwalder, A. et alt (2020). La empresa invencible. Editorial Jhon Wiley & Sons.

Complementary:

Planellas, M. (2021). El libro rojo de la innovación. Ed Penguin Ramdom House Grupo Editorial SAU.

Tidd, J. & Bessant, J. (2013). Managing Innovation: Integrating Technological, Market and Organizational Change. 5ed. Published by Jhon Wiley & Sons.