

Guía docente de la asignatura

Fecha de aprobación por la Comisión
Académica: 15/07/2022**Dirección de la Innovación
Tecnológica (M56/56/1/37)****Máster**

Máster Universitario en Economía / Economics

MÓDULO

Módulo II: Segundo Trimestre

RAMA

Ciencias Sociales y Jurídicas

**CENTRO RESPONSABLE
DEL TÍTULO**

Escuela Internacional de Posgrado

Semestre	Segundo	Créditos	4	Tipo	Optativa	Tipo de enseñanza	Presencial
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PRERREQUISITOS Y/O RECOMENDACIONES

No specific requirements

BREVE DESCRIPCIÓN DE CONTENIDOS (Según memoria de verificación del Máster)

- Technological innovation for competitiveness
- Technological innovation dynamics
- Innovation patterns
- Strategic management of innovation
- Protection and diffusion strategies for innovation

COMPETENCIAS**COMPETENCIAS BÁSICAS**

- CB6 - Poseer y comprender conocimientos que aporten una base u oportunidad de ser originales en desarrollo y/o aplicación de ideas, a menudo en un contexto de investigación.
- CB7 - Que los estudiantes sepan aplicar los conocimientos adquiridos y su capacidad de



- resolución de problemas en entornos nuevos o poco conocidos dentro de contextos más amplios (o multidisciplinares) relacionados con su área de estudio.
- CB8 - Que los estudiantes sean capaces de integrar conocimientos y enfrentarse a la complejidad de formular juicios a partir de una información que, siendo incompleta o limitada, incluya reflexiones sobre las responsabilidades sociales y éticas vinculadas a la aplicación de sus conocimientos y juicios.
 - CB9 - Que los estudiantes sepan comunicar sus conclusiones y los conocimientos y razones últimas que las sustentan a públicos especializados y no especializados de un modo claro y sin ambigüedades.
 - CB10 - Que los estudiantes posean las habilidades de aprendizaje que les permitan continuar estudiando de un modo que habrá de ser en gran medida autodirigido o autónomo.

COMPETENCIAS GENERALES

- CG01 - Que al alumno obtenga capacidad de análisis y síntesis, lo cual implica ser capaz de definir, distinguir y relacionar tanto los conceptos básicos como las premisas sobre las que se construye la exposición de cualquier argumento, así como de enunciar y fundamentar su contenido de forma sintética y crítica, en el contexto científico, político, económico, organizacional o del tipo que sea- en el que se presentan.

COMPETENCIAS ESPECÍFICAS

- CE02 - Adquirir información bibliográfica sobre el estado actual de la investigación empresarial
- CE03 - Comprender las teorías, tendencias y debates relevantes existentes
- CE05 - Aplicar técnicas avanzadas a problemas reales
- CE09 - Planificar y organizar estudios empíricos
- CE10 - Planificar y organizar estudios experimentales
- CE15 - Solucionar problemas técnicos y prácticos relacionados con el diseño de estudios experimentales
- CE16 - Solucionar problemas técnicos y prácticos relacionados con el diseño de estudios empíricos

RESULTADOS DE APRENDIZAJE (Objetivos)

- Acquire bibliographic information about the current state of the art on technological innovation management.
- Understand and interpret theoretical models related to innovation.
- Propose and solve news related to research into technological innovation management.
- Understand principles of technological innovation management.
- Recognize the importance of technological innovation management to improve competitiveness.
- Recognize the importance of research into innovation and the involvement of best journals and conferences.
- Understand the best method to gather information and data through surveys and other techniques related to structural equations.



PROGRAMA DE CONTENIDOS TEÓRICOS Y PRÁCTICOS

TEÓRICO

CHAPTER 1: Innovation in the making

- 1.1. Dimensions of innovation
- 1.2. Degrees of innovation
- 1.3. Users of innovation
- 1.4. Sources of innovation
- 1.5. The Gartner's curve

CHAPTER 2: Models for innovation development

- 2.1. Linear models
- 2.2. Stage-gate processes for innovation
- 2.3. Fuzzy front-end models
- 2.4. Funnel models
- 2.5. Open innovation models

CHAPTER 3: Innovation from an international perspective

- 3.1. Innovation clusters
- 3.2. Global innovation index 2022

CHAPTER 4: Innovation strategy

- 4.1. Strategical options for innovation
- 4.2. Matrix to understand the strategic management of innovation
- 4.3. Collaboration strategy
- 4.4. Protection strategy



CHAPTER 5: The innovative company

- 5.1. The ambidextrous company
- 5.2. Organizational structure and innovation
- 5.3. Innovation culture
- 5.4. Key employees and team working
- 5.5. Intrapreneurship and spin-offs

CHAPTER 6: Recent research trends in innovation

- 6.1. Key seminal papers
- 6.2. Key recent empirical papers

PRÁCTICO

- P1. Emergent technologies in 2022 Gartner's curve
- P2. Innovation in insurance sector: the case of Lemonade
- P3. Design thinking workshop
- P4. Searching real patents in databases

BIBLIOGRAFÍA

BIBLIOGRAFÍA FUNDAMENTAL

- Dodgson, M. and Gann, D. M. (2013). The Oxford Handbook of innovation Management. Oxford University press
- Gault, F. (2013). Handbook of innovation indicators and measurement. Edward Elgar Publishing Limited
- Goffin, K. and Mitchell, R. (2017). Innovation Management: Effective strategy and implementation. Macmillan education
- Tid, J. and Bessant (2013). Managing innovation: Integrating technological, market and organizational change. Wiley: first edition
- Schilling, M. A., & Shankar, R. (2019). Strategic management of technological innovation. McGraw-Hill Education.

BIBLIOGRAFÍA COMPLEMENTARIA



- Fagerberg, J., Mowery, D. and Nelson, R.R. (2006). The Oxford Handbook of innovation. Oxford University Press.
- Shalley, C. E., Hitt, M. A. and Zhou, J. (2015). Creativity, Innovation and Entrepreneurship. Oxford University Press.
- Williams, M. and Vogt, P. (2014). The Sage Handbook of Innovation in Social Research Methods. SAGE

ENLACES RECOMENDADOS

- <https://hbr.org/>
- <https://www.gartner.com/en>
- <https://www.globalinnovationindex.org/Home>
- <https://worldwide.espacenet.com/>

METODOLOGÍA DOCENTE

- MD01 Lección magistral/expositiva
- MD02 Sesiones de discusión y debate
- MD06 Ejercicios de simulación
- MD08 Realización de trabajos en grupo
- MD09 Realización de trabajos individuales

EVALUACIÓN (instrumentos de evaluación, criterios de evaluación y porcentaje sobre la calificación final)

EVALUACIÓN ORDINARIA

Article 17 of the UGR Assessment Policy and Regulations establishes that the ordinary assessment session (convocatoria ordinaria) will preferably be based on the continuous assessment of students, except for those who have been granted the right to a single final assessment (evaluación única final), which is an assessment method that only takes a final exam into account.

This ordinary assessment session will be conducted through an ongoing evaluation of student training including:

- Presentations and workshops: **30%**
- Active attendance and weekly readings proposed: **25%**
- **Written exam: 45%**. Consisting in five questions related to theoretical and practical issues developed in lecturers. **A minimum grade of 4 points in exam (above 10 points) is required** to consider grades in presentations and attendance.

EVALUACIÓN EXTRAORDINARIA

Article 19 of the UGR Assessment Policy and Regulations establishes that students who have not passed a course in the ordinary assessment session (convocatoria ordinaria) will have access to an extraordinary assessment session (convocatoria extraordinaria). All students may take part in this extraordinary assessment session, regardless of whether or not they have followed



continuous assessment activities. In this way, students who have not carried out continuous assessment activities will have the opportunity to obtain 100% of their mark by means of an exam and/or assignment.

Students who failed or did not attend classes should realize a final evaluation based on the same criteria:

- Written exam: 100%. Consisting in five questions related to theoretical and practical issues developed in lecturers.

EVALUACIÓN ÚNICA FINAL

Article 8 of the UGR Assessment Policy and Regulations establishes that students who are unable to follow continuous assessment methods due to justifiable reasons shall have recourse to a single final assessment (evaluación única final), which is an assessment method that only takes a final exam into account.

In order to opt for a single final assessment (evaluación única final), students must send a request, using the corresponding online procedure, to the coordinator of the master's programme, in the first two weeks of the course or in the two weeks following their enrolment (if the enrolment has taken place after the classes have already begun). The coordinator will communicate this information to the relevant teaching staff members, citing and verifying the reasons why the student is unable to follow the continuous assessment system.

In this case, the assessment will comprise:

Written exam: 100%. Consisting in five questions related to theoretical and practical issues developed in lecturers.

