Course Syllabus

Name of course/module: Innovation Management

Year: 2019/2020
Code: 9885001806
Coordinating professor: Marina Mattera
Degree program: International Business
School: Social Sciences and Communication
Languages: English

The mission of Universidad Europea de Madrid is to offer its students a holistic education, helping them become leaders and professionals capable of responding effectively to the needs of today's global world, adding value within their career fields, and contributing to social advancement through their entrepreneurial spirit and ethical integrity. We also strive to create and transfer knowledge through applied research, thus making our own contribution to progress and putting ourselves at the forefront of intellectual, scientific, and technological development.

Contents

1. Basic information on the course/module

ECTS	6
Credit type	Elective
Language	English
Delivery mode	On-site
Trimester/Semester	

2. Presentation and contents of the course/module

Innovation Management is a course where students learn how to manage novelty within a firm, how to foster the development of new ideas within an enterprise whether product, process, marketing or organizational innovations. In addition, they are taught how to protect each of the elements (through patents, trademarks, copyright, etc.) and to carry out competitive and technological vigilance/intelligence. This perspective includes a theoretical and practical planning, organization, management and control, as well as the interrelation between the diverse areas of the firm implied.

Specifically, the role of innovation as a driver and support for the creation of competitive advantage will be studied, as well as modern tendencies such as Social Innovation and Eco-innovations. Additionally, students are expected to create an element, evaluate the best alternatives in order to protect it, and how to prevent competitors and other companies from obtaining information about it, keeping the source of the firm's competitive advantage. Thus, this course provides the necessary knowledge for students to complete their understanding of business internal processes' and the creation (and later sustainability) of the firm.

3. Competencies and learning outcomes

General competencies:
- BS2: Students must apply their knowledge to their work and vocation in a professional way and must demonstrate their skills in sustaining arguments and solving problems within their field of study.
- BS3: Students must be able to gather data, usually within their field of study, interpret it and make judgments and considerations on relevant social, scientific or ethical issues.
- BS4: Students must be able to convey information, together with ideas, problems and solutions to a specialized or non-specialized audience.

Cross-curricular competencies:
- CS4: Analysis and synthesis skills: Being able to break down complex situations into their constituent parts, and also to assess other alternatives and approaches in order to find the best solutions. Synthesis seeks to reduce complexity in order to facilitate understanding and/or problem solving.

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- CS7: Ethical values: The ability to think and act according to universal principles based on individual worth and full development of the human personality, and which entails a commitment to certain social values.
- CS8: Information management: The ability to find, select, analyze and integrate information from different sources.
- CS12: Critical reasoning: The ability to analyze an idea, phenomenon or situation from different points of view and take a personal approach to it based on rigor and objective reasoning, and not on intuition.
- CS13: Problem solving: The ability to resolve a confusing issue or a complicated situation that stands in the way of achieving a goal and where there is no predefined solution.
- CS17: Teamwork: The ability to actively participate and cooperate with other people, areas and/or organizations to achieve common goals.

Specific competencies:

- SS2: Capacity to define, design, explain and apply the international business process and the different phases that comprise it: planning, organization, management and control.

- SS4: Ability to identify and analyze the economic aspects of globalization linked to the internationalization of companies, foreign trade, and the global economy.

- SS7: Ability to use the management tools available in the area of marketing and commercial management, in the context of international business.

- SS8: Capacity to use the management tools available in the area of administration and finance, in the context of international business.

- SS10: Ability to use the tools available in the area of production management including planning, sales forecasting, inventory management and quality control of the production process.

- SS24: Ability to recognize technology and innovation strategies, as well as technological analysis tools and technological capabilities of the company.

- SS25: Ability to apply new trends in business administration such as knowledge management, innovation management, etc., which will allow one to achieve greater professional development and business success.

Learning outcomes:

- LO1: Design an innovation process for an international company

- LO2: Understand the relationship between innovation and entrepreneurial context, and the key role of quality.

The table below shows the relation between the competencies developed during the course and the envisaged learning outcomes:

Competencies	Learning outcomes
BS2, BS3, BS4, CS17, CS13, SS2, SS4, SS7.	LO1
	LO2
SS8, SS10, SS24, SS25	LO1

The following table shows how the different types of activities are distributed and how many hours are assigned to each type:

Type of educational activity	Number of hours
Type A Seminar or Masterclass	40 h
Type B Self-learning	30 h
Type C Problem Resolution	25 h
Type D Case Studies	15 h
Type E Tutorials	10 h
Type F Teamwork	20 h
Type G Knowledge evaluation	10 h
TOTAL	**150 h**

To develop the competencies and achieve the learning outcomes, you will have to complete the activities indicated in the table below:

Learning outcomes	Learning activity	Type of educational activity	Content
LO2	Activity 1	Type A Type B Type C Type E	UA 1 All topics
LO2	Activity 2	Type A Type B Type D Type E	UA 2 All topics
LO2	Activity 3	Type A Type B Type D Type E	UA 3 All topics
LO2	Activity 4	Type A Type B Type E Type F	UA 4 All topics
LO 1	Activity 5	Type A Type B Type E	UA 5 All topics
LO 1 LO 2	Activity 6	Type A Type B Type E Type G	UA 1,2,3,4,5 all topics

When you access the course on the *Virtual Campus,* you'll find a description of the activities you have to complete, as well as the deadline and assessment procedure for each one.

4. Monitoring and assessment

The following table shows the assessable activities, their respective assessment criteria, and the weight each activity carries towards the final course grade.

Assessable activity	Assessment criteria	Weight (%)
Activity 1	The student is able to properly identify the socio-economic context in which the firm operates	10%
Activity 2	The student is able to properly identify the issue and provide a proper in which the firm operates	15%
Activity 3	The student is able to clearly present results in a report format including proper graphs, citing relevant sources and using professional language.	10%
Activity 4 Presentations	The student is able to express results in a clear manner, using appropriate verbal and non-verbal language, and communicating effectively with the audience. The student is able to cooperate and collaborate with peers to achieve a common goal.	10%
Activity 5 Observation	The student reflects appropriate professional behavior.	5%
Activity 6 Knowledge evaluation	The student demonstrates appropriate theoretical and practical knowledge pertaining to the course.	50%

When you access the course on the *Campus Virtual*, you'll find a description of the activities you have to complete, as well as the deadline and assessment procedure for each one.

4.1. First exam period

To pass the course in the first exam period you should:

- Obtain a minimum grade of 4,0 over a total possible points of 10,0

- Carry out the necessary assignments in order to understand the practical application of theoretical concepts

4.2. Second exam period

To pass the course in the second exam period you should:

- Obtain a minimum grade of 4,0 over a total possible points of 10,0

- Carry out the necessary assignments in order to understand the practical application of theoretical concepts

Bibliography

Here is the recommended bibliography:

- o OECD (2005) Oslo Manual 3rd Edition. Guidelines for Collecting and Interpreting Innovation Data. European Commission – OECD Publishing.
- o Fagerberg, J. , Mowery, D. C. and Nelson, R. R. (2006) The Oxford Handbook of Innovation. Ed. Oxford Handbooks Online.
- o Tidd, J.; Bessant, J. and Pavitt, K. (2001). Managing Innovation. Integrating technological, market and organizational change. Ed. Wiley.
- o Schilling, M.A. (2008) Strategic Management of Technological Innovation. Ed. McGraw Hill.

5. How to communicate with your professor

Whenever you have a question about the content or activities, don't forget to post it to your course forum so that your classmates can read it.

You might not be the only one with the same question!

If you have a question that you only want to ask your professor, you can send him/her a private message from the *Campus Virtual*. And if you need to discuss something in more detail, you can arrange an advisory session with your professor.

It's a good idea to check the course forum on a regular basis and read the messages posted by your classmates and professors, as this can be another way to learn.

6. Study recommendations

When you study at university, you need to plan and be consistent from the first week. It's very useful to exchange experiences and opinions with professors and other students, as this will help you develop core competencies such as flexibility, negotiating skills, teamwork, and, of course, critical thinking.

To help you, we recommend using a general method of study based on the following points:

- Study systematically and at a steady pace.

- Attend class and regularly check the course forum on the *Campus Virtual* so that you keep up to date with what's happening.

- Participate actively in the course by sharing your opinions, doubts and experiences relating to the topics covered and/or suggesting new topics of interest for discussion.

- Read the messages posted by your classmates and/or professors.

Active participation in physical and virtual classroom activities is of special interest and academic value. You can participate in many different ways: asking questions, giving your opinion, doing all the activities your professor suggests, taking part in collaborative activities, helping your classmates, etc. This way of working requires effort, but it will help you get better results as you develop your competencies.

Annexes with detailed information on the *Campus Virtual*