280694 - Innovation Management

Coordinating unit: 280 - FNB - Barcelona School of Nautical Studies
Teaching unit: 732 - OE - Department of Management
Academic year: 2019
Degree: BACHELOR'S DEGREE IN NAVAL SYSTEMS AND TECHNOLOGY ENGINEERING (Syllabus 2010).
BACHELOR'S DEGREE IN MARINE TECHNOLOGIES (Syllabus 2010). (Teaching unit Optional)
BACHELOR'S DEGREE IN NAUTICAL SCIENCE AND MARITIME TRANSPORT (Syllabus 2010).
BACHELOR'S DEGREE IN MARINE TECHNOLOGIES/BACHELOR'S DEGREE IN NAVAL SYSTEMS AND TECHNOLOGY ENGINEERING (Syllabus 2016). (Teaching unit Optional)
ECTS credits: 6

Teaching languages: Spanish

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Degree competences to which the subject contributes

Transversal:
1. EFFICIENT ORAL AND WRITTEN COMMUNICATION. Communicating verbally and in writing about learning outcomes, thought-building and decision-making. Taking part in debates about issues related to the own field of specialization.
2. ENTREPRENEURSHIP AND INNOVATION: Knowing about and understanding how businesses are run and the sciences that govern their activity. Having the ability to understand labor laws and how planning, industrial and marketing strategies, quality and profits relate to each other.
280694 - Innovation Management

Teaching methodology

The development of the subject is theoretical and also practical:

1) The theoretical part will be carried out based on the presentation of the content of the topics in order to configure the conceptual and doctrinal scheme of the objective problem of the discipline. Students will have to prepare (and expand) with the recommended bibliography.

2) In a coordinated way and parallel to the theoretical part, the development of the practical part is carried out according to the resolution by the students of the corresponding exercises and practical cases. The consideration of the errors and successes in the reasoning used, must allow each student a healthy self-assessment exercise of the understanding of the conceptual issues addressed by the course.

If possible, seminars will be organized with experts in the field.

Learning objectives of the subject

The teaching of this subject is aimed at ensuring that students who successfully complete the course:
1) Acquire sufficient knowledge in the conceptual foundations of the strategic management of innovation, policies and tools for innovation.
2) Have a broad view of innovation processes, their characteristics and their impact on the competitiveness of companies.
3) Be able to identify the areas to be managed in the innovation process. Know the existing methodologies and tools for the development of the company's technology surveillance strategy. Know business practices.

Study load

<table>
<thead>
<tr>
<th>Total learning time: 150h</th>
<th>Hours large group:</th>
<th>30h</th>
<th>20.00%</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Hours medium group:</td>
<td>15h</td>
<td>10.00%</td>
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<tr>
<td></td>
<td>Hours small group:</td>
<td>10h</td>
<td>6.67%</td>
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<td></td>
<td>Guided activities:</td>
<td>5h</td>
<td>3.33%</td>
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<tr>
<td></td>
<td>Self study:</td>
<td>90h</td>
<td>60.00%</td>
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## Content

### (ENG) 1. Competitiveness, economic growth and innovation

<table>
<thead>
<tr>
<th>Description:</th>
<th>Learning time: 11h 40m</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Introduction to the basic concepts of innovation.</td>
<td>Theory classes: 11h 40m</td>
</tr>
<tr>
<td>2. Types and models of innovation</td>
<td></td>
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<tr>
<td>3. Innovation strategy in the business model</td>
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<tr>
<td>4. Importance of innovation in the competitiveness and economic growth of industries</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Related activities:</th>
<th>Specific objectives:</th>
</tr>
</thead>
<tbody>
<tr>
<td>case reading, theoretical lectures, video viewing, performance of exercises</td>
<td>To Know business practices through case analysis.</td>
</tr>
<tr>
<td></td>
<td>Understand and develop the methodology of the Canvas business model applied to innovation management</td>
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</tbody>
</table>

### (ENG) 2. Models i eines per a la recerca i la innovació

<table>
<thead>
<tr>
<th>Description:</th>
<th>Learning time: 11h 40m</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Innovation models</td>
<td>Theory classes: 11h 40m</td>
</tr>
<tr>
<td>2. The actors involved</td>
<td></td>
</tr>
<tr>
<td>3. Creativity, a practical instrument</td>
<td></td>
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<tr>
<td>4. Basic tools to an innovation management system</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Related activities:</th>
<th>Specific objectives:</th>
</tr>
</thead>
<tbody>
<tr>
<td>case reading, theoretical lectures, video viewing, performance of exercises</td>
<td>To Know business practices through case analysis.</td>
</tr>
<tr>
<td></td>
<td>Obtain a general knowledge of the mechanisms that enable the appearance of new products and processes to the market, from the generation of ideas to design, testing and market launch.</td>
</tr>
<tr>
<td></td>
<td>To know the existing methodologies and tools for the development of the strategic management of the company's technology surveillance</td>
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</tbody>
</table>
### 3. Evaluation of the monitoring and measurement of the innovation management process.

**Description:**
1. Importance of monitoring and measuring innovation management processes
2. Indicators of innovative capacity
3. The R & D certification
4. The management of innovation projects.

**Related activities:**
case reading, theoretical lectures, video viewing, performance of exercises

**Specific objectives:**
1. To know business practices
2. To analyze different types of indicators applied to innovation management
3. To acknowledge the importance of certification processes
4. To conduct an analysis of innovation management projects in different contexts.

**Learning time:** 11h 40m  
Theory classes: 11h 40m

### 4. The implementation and financing of innovation

**Description:**
1. Creating new products, processes and services
2. Patents and trademarks (assurance of innovation)
3. Public / private financing

**Related activities:**
case reading, theoretical lectures, video viewing, performance of exercises

**Specific objectives:**
- To acknowledge tools and the importance of innovation in the creation of new products, processes or services
- To understand procedures for securing innovation through the management of patents and trademarks
- To get to know and analyze typologies of public and private funding sources

**Learning time:** 11h 40m  
Theory classes: 11h 40m

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### Qualification system

Practices: 40% (of which is broken down as follows: exercises and cases 25%, individual project 15%)
Final Work: 60% (of which is broken down as follows: written report 40%, oral presentation 15%, cross evaluation 5%)

### Regulations for carrying out activities

1. The system of evaluation of the practices will consist of the realization and periodic delivery of the resolution of exercises and practical cases proposed in class. Its delivery will be an essential requirement to pass the course.
2. The final work in a group, will be a research work for the development of an innovation plan, which will be proposed during the first month and will be developed during the semester.
3. The student will be considered not presented if she/he does not present the practices or the final work.
4. To pass the subject students must achieve a weighted average grade equal to or greater than 5.
Bibliography

Basic:


Complementary:


