Upon completion of the course, the student should be able to:
- Inventorate and evaluate internal and external, consolidated and emerging technologies, and make a proposal for their management aligned with the company's strategy.
- Plan and manage RDI projects and know the procedures to obtain public-private financing for these projects.

Prior skills

In order to follow this course, it is advisable that the student has achieved the objectives of the Technological Innovation course.

Teaching methodology

The teaching of the course is based on different methodologies (Master classes, seminars, workshops, projects) prioritizing active learning and "learning by doing" through exercises and team projects.

Learning objectives of the subject

Study load
## Content

<table>
<thead>
<tr>
<th>Technology management</th>
<th>Learning time: 13h 30m</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Theory classes: 8h 30m</td>
</tr>
<tr>
<td></td>
<td>Laboratory classes: 5h</td>
</tr>
</tbody>
</table>

**Description:**
Introduction to technology management. Concept of technology, strategic and economic value. Inventory and technology maps. Sources of technology. Surveillance and technology prospecting. Technology transfer and technological alliances.

**Specific objectives:**
- To know how to define what is a technology and value it commercially and strategically.
- To be able to make an inventory of internal and external technologies in the company and interpret and carry out technology maps.
- To know the main sources of technology and the principles of surveillance and technological prospection.
- To understand the main mechanisms of technology transfer and how strategic alliances work.

<table>
<thead>
<tr>
<th>Intellectual property</th>
<th>Learning time: 13h 30m</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Theory classes: 8h 30m</td>
</tr>
<tr>
<td></td>
<td>Laboratory classes: 5h</td>
</tr>
</tbody>
</table>

**Description:**
This chapter presents various ways to protect intellectual property and technology (copyright, trademarks, industrial designs, topology of semiconductors, utility models, patents ...) and how to manage them.

**Specific objectives:**
- To know the different ways of legally protecting a technology, the procedure to request these protections and how to value what options can be strategic and economically interesting to protect a new technology or development in a specific case.

<table>
<thead>
<tr>
<th>Management of RDI projects</th>
<th>Learning time: 6h 45m</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Theory classes: 4h 15m</td>
</tr>
<tr>
<td></td>
<td>Laboratory classes: 2h 30m</td>
</tr>
</tbody>
</table>

**Description:**
Study of the project management of RDI, their activities, risks and more frequent costs.

**Specific objectives:**
- Be able to plan an RDI project, identify the necessary activities, the most important risks and the main costs, following the accounting model of the H2020 projects.
### Change management

**Description:**
Study of how to manage technological changes in a company in terms of the effects that the change generates on employees, teams and the company itself.

**Specific objectives:**
to understand, know how to predict and explain the effects that a technological change may have on an organization and know how to manage it in order to minimize the adverse effects and obtain the maximum benefit.

**Learning time:**
- Theory classes: 4h 15m
- Laboratory classes: 2h 30m

### RDI finance

**Description:**
Study of the main sources of financing for RDI projects, both public and private.

**Specific objectives:**
Know who are and how business angels and venture capital companies or crowdfunding and the main public funding programs of the RDI projects (Acc10, CDTI, H2020, etc.) work.

**Learning time:**
- Theory classes: 8h 30m
- Laboratory classes: 5h

### Qualification system

Partial Exam: 30%
Exercises 30%
Project for the development of a new product 40%

### Regulations for carrying out activities

The exercises must be delivered exclusively through the virtual campus course (ATENEA) and always on the indicated dates.
Bibliography

Basic:


Complementary: