

INNOVATION MANAGEMENT IN AN INTERNATIONAL ENVIRONMENT**YEAR:** FOURTH**TERM:** FIRST**TYPE:** OPTIONAL**CREDITS:** 6**LANGUAGE:** ENGLISH**LECTURER:** [BRUNO WIGET](#)**OBJECTIVES:**

The purpose of this course is to know the Innovation for sustainability, overall management of the supply and production in relation to the R&D and to know new models of production and supply of multinational corporations

COMPETENCES:**BASICS**

CB2 - Students know how to apply their knowledge to their work or vocation in a professional manner and have competences that are usually proved through the elaboration and defense of arguments and solving problems within their area of study.

CB3 - Students have the ability to gather and interpret relevant data (usually within your area of study) to make judgments that include a reflection on relevant themes of social, scientific or ethical

GENERAL

G1 - Observe with a global vision, plan, organize and manage activities in the field of enterprise and business.

G2 - Act proactively, generate ideas and proposals and implement initiatives and changes within the organization and show willingness to geographical mobility.

G3 - Develop the ability to empathize, adapt, working and leading international and multicultural groups, interdisciplinary, competitive, changing and complex and the understanding and application of the concept of network.

G5 - Develop a remarkable capacity to communicate both orally and in writing in the English language.

G7 - Transfer the knowledge acquired in the training process and adapt to real world situations.

TRANSVERSAL

T1 - Act with spirit and critical reflection before the knowledge in all its dimensions, showing concern intellectual, cultural and scientific commitment to the rigor and quality in the occupational requirement.

T2 - Projecting the values of entrepreneurship and innovation in the exercise of the academic and professional staff through the contact with different realities of practice and motivation toward professional development.

T3 - Interact in global and international contexts to identify needs and new realities to transfer knowledge to areas of current or emerging professional development, with capacity for adaptation and self-direction in the professional and research processes.

T4 - Show skills for the professional exercise in multidisciplinary and complex environments, in coordination with networking equipment, whether actual or virtual environments, using the computer and informational use of ICT.

T6 - Use different forms of communication, both oral and written or audio-visual material, in one's own language and in foreign languages, with a high degree of correction in the use, the form and content.

SPECIFIC

E8 - Identify the economic, cultural, political, legal, demographic and technological development that can represent opportunities and threats to the development of the activity in international business.

E10 - Manage any activity and make decisions in different functional areas of an organization with international activity.

E11 - Locate, understand and appreciate the information existing in the international environment in order to define the target markets, according to the type of company and product.

E12 - Adapt the various techniques of communication and negotiation on the basis of the interlocutor and define a clear objective to communicate or negotiate.

LEARNING OUTCOMES:

R3 - Plan Innovation activities targeting different organizations: public institutions, private companies, social organizations, political parties, the media, etc.

R4 - Analyse different actors to consider them as target for Innovation Management (external, internal, etc.)

R5 - Analyse the strategies and tools needed to reach a successful communication achieving the established objectives.

R6 - Use the strategies and tools needed to reach a successful communication achieving the established objectives.

CONTENT:

The subject will cover the following topics:

1. Introduction to the course

2. Why to innovate?

- Definition of Innovation
- Also Elephants will die
- Some examples
- Innovation = brnew??

3. Innovation Management vs. Change Management

- Innovation Mgmt. and- or without Change Mgmt.
- Strategic innovation
- Barriers (internal and external)

4. Tools and Models

- Research
- Action
- Evaluation
- Innovation plan

5. Alliances or "Do it yourself"

- Develop alliances
- Find best partner
- Risk or opportunity

6. Creativity and Innovation

- The role of creativity in innovation
- How to organize creativity
- Establishing internal creativity

7. Innovation Management and Communication

- Types of communication
- The importance of communication in IM-processes
- Structure

8. International Innovation Management

- Stakeholders
- Barriers (different countries different rules)
- Theory vs. Reality
- Cross-cultural and cross-border Innovation
- Ethics

9. Organization of Innovation Management / Functions

- People / Leadership
- Structure
- Processes

ASSESSMENT AND EVALUATING (SCORING) SYSTEM:

- Final Individual Work (Exam) 40 % Mandatory; Recoverable (complementary)
 - CB2, CB3, G1, G2, G3, G5, G7, T1, T2, T3, T4, T6, E8, E10, E11, E12, R3, R4, R5, R6
- Living Case “Final group work” incl. mini cases ¹ 30%; Mandatory; Unrecoverable
 - CB2, CB3, G1, G2, G3, G5, G7, T1, T2, T3, T4, T6, E8, E10, E11, E12, R3, R4, R5, R6
- Group activities 15%; Mandatory; Unrecoverable
 - CB2, CB3, G1, G2, G3, G5, G7, T1, T2, T3, T4, T6, E8, E10, E11, E12, R3, R4, R5, R6
- Individual activities 10%; Mandatory; Unrecoverable
 - CB2, CB3, G1, G2, G3, G5, G7, T1, T2, T3, T4, T6, E8, E10, E11, E12, R3, R4, R5, R6
- Participation in Class 5 %
 - CB2, CB3, G1, G2, G3, G5, G7, T1, T2, T3, T4, T6, E8, E10, E11, E12, R3, R4, R5, R6

In order to take the Final Individual Work (EXAM), the student must have COMPLETED ALL TASKS (1 Practice: Living case incl. mini cases, 2. Practice: individual task and 3: Practice; Team work). If not, the student has the possibility to participate in the complementary exam. The teacher will take into account the progression in continuous evaluation of the student. **EXAM a minimum of 40 point is needed** to be counted for the average final grade.

To pass the course the student needs an AVERAGE of 50 points or a higher on the above mentioned tasks, the additional Final Individual Work

¹Written paper represents 40% and public presentation 40%. Q & A session 20 %

(exam) included. If this is not the case, the student has the possibility to participate in the complementary exam.

Any student who has more than 20% unexcused absences will be automatically be excluded from the Final Individual Work (Exam) and will be sent to the complementary exam.

Information: Complementary exam

Please note: as well for the complementary exam, the student must have COMPLETED ALL TASKS (1 Practice: Living case incl. mini cases, 2. Practice: Individual task and 3: Practice; Team work). If the student has to participate in the complementary exam, the content of this exam will be a summary of the entire course.

VERY IMPORTANT:

If the Department of Health and the Ministry of Education, would take new decisions, the whole course is organized in a way that we could go further without any problem.

METHODOLOGY:

During the sessions, the profesor will share the contents through diverse learning methodologies. Students will also develop individual and group activities experimenting and reflecting on the process. Students will develop a group work (fictitious company) to deliver at the end of the course. They will share feedback with the profesor during the work's development process.

Additionally, it is recommended that learners dedicate several time of individual work, in order to consolidate and enhance the knowledge with the references and personal research.

The teaching staff will consider the development and progress of each student individually.

Any student who does not sit an exam and he does not justify his absence on grounds of force majeure, either to Coordination or Academic Tutoring, will lose

this opportunity. He will be able to do it in the complementary period, but only in case he meets the requirements for it. If the student has provided a certificate of absence due to a case of force majeure, he will sit the exam on the complementary date and he will still keep another examination sitting. In case, he would not pass the exam on the complementary date, he will have another opportunity before the last day to record grades.

Any student who does not make an oral presentation and he does not justify to the teacher that it has been a case of force majeure, will lose the chance to do it another day.

Likewise, any student who does not deliver an activity on deadline and he does not justify to the teacher that it has been due to force majeure, he will miss the opportunity.

The student who has not attended a minimum 80% of classes within a week before the midterm or final exams (having submitted the supporting documents to his/her tutor), will be excluded from the ordinary examination. In this case, the student will have to attend the complementary exam, provided that he or she meets the requirements laid out in the study program.

PRATICES / ACTIVITIES:

Personal and independent work	Evaluation	Competences	Form / Condition	Time / Dedicacion
<p>Practice 1 (Team / mandatory)</p> <p>Ongoing “living case”, that at the end, will be the final Team-Work!</p> <ol style="list-style-type: none"> 1. Create Teams (max. 5-6 members) 2. Choose Teamleader 3. “Develop a fictitious company” 4. Choose a product, company or person 5. Implement the “new” knowledge to your work (during the whole course) 6. Final presentation 	25 %	<p>CB2, CB3</p> <p>Further on, implementing step by step: G1, G2, G3, G5, G7, T1, T2, T3, T4, T6, E8, E10, E11, E12, R3, R4, R5, R6</p>	<p>Teamwork</p> <p>Final work as a document (handout) and Team – Presentation (PowerPoint or similar)</p> <p>Delivery: Mandatory, due to schedule</p> <p>Unrecoverable</p>	30
<p>Mini Cases (part of the final Living Case)</p>	<p>Participation and development of activities in class, delivered by the student on campus and developed exclusively in the sessions of class, with a value of 10%</p>	<p>CB2, CB3</p> <p>Further on, implementing step by step: G1, G2, G3, G5, G7, T1, T2, T3, T4, T6, E8, E10, E11, E12, R3, R4, R5, R6</p>	<p>Teamwork</p> <p>Final work as a document (handout) and Team – Presentation (PowerPoint or similar)</p> <p>Delivery: Mandatory, due to schedule</p> <p>Unrecoverable</p>	10
<p>Practice 2 (individual/mandatory):</p> <p>“Notice business opportunities that are right in front of our nose” Choose an idea and analyze the innovation potential</p>	10 %	<p>CB2, CB3, G1, G2, G3, G5, G7, T1, T2, T3, T4, T6, E8, E10, E11, E12, R3, R4, R5, R6</p>	<p>Individual</p> <p>PDF document</p> <p>Delivery: Mandatory, due to schedule</p>	20

			Unrecoverable	
<p>Practice 3 (Team / mandatory)</p> <p>Choose a product, company or person</p> <p>Analyze it concerning to: - all your learned outcome</p>	15 %	CB2, CB3, G1, G2, G3, G5, G7, T1, T2, T3, T4, T6, E8, E10, E11, E12, R3, R4, R5, R6	<p>Team</p> <p>PDF document</p> <p>Delivery: Mandatory, due to schedule</p> <p>Unrecoverable</p>	20
Exam	40 %	CB2, CB3, G1, G2, G3, G5, G7, T1, T2, T3, T4, T6, E8, E10, E11, E12, R3, R4, R5, R6	<p>Individual</p> <p>To pass the course the students needs and AVERAGE of 50 points or a higher on ALL ACTIVITIES. If this is nos the case, the student has the posibilidad to participate in the complementar y exam if has completed all four tasks</p> <p>Recoverable</p>	20
Hours in classes				60
Total hours calculated				160

RECOMMENDED BIBLIOGRAPHY & TEXTS

Sustained Innovation Management. Assimilating Radical and Incremental Innovation Management. Gaston Trauffer, Hugo Tschirky, por Palgrave Macmillan, 2006 (available at Eserp's library)

The Measurement of Scientific, Technological and Innovation Activities "Oslo Manual 2018"

GUIDELINES FOR COLLECTING, REPORTING AND USING DATA ON INNOVATION 4TH EDITION (available on Moodle)

OECD/Eurostat (2018), *Oslo Manual 2018: Guidelines for Collecting, Reporting and Using Data on Innovation, 4th Edition*, The Measurement of Scientific, Technological and Innovation Activities, OECD Publishing, Paris/Eurostat, Luxembourg.
<https://doi.org/10.1787/9789264304604-en>