COURSE DATA

DATA SUBJECT

Code: 35825
Name: Innovation management
Cycle: Undergraduate Studies
ECTS Credits: 4.5
Academic year: 2026-27

STUDY (S)

Degree	Center	Acad. year	Period
1313 - Degree in Business Management and Administration	Facultat d'Economia	4	First quarter

SUBJECT-MATTER

Degree	Subject-matter	Character
1313 - Degree in Business Management and Administration	Competitiveness factors	ELECTIVES

COORDINATION

GARCIA GRANERO ANA

SUMMARY

The course deals with the theoretical-practical study of the process of creation and diffusion of innovations with special reference to the basic tools of innovation management in today's company.

With the subject "Innovation Management" it is intended that students assimilate new knowledge related to the different activities that can drive the development of innovations in companies such as the protection of innovation, technological surveillance or technology transfer.

The program will start with the introduction of basic concepts such as R&D activities and the different meanings of the term innovation, although finally the official conceptualization proposed by the OECD through the Oslo Manual (2018) will be chosen. This manual will also be the basic reference to introduce the different modalities of innovation and additional aspects such as barriers and the impact of innovative activities.

The practical sessions will feature various exercises and real-life business cases, as well as a project simulating the development of a new product in an existing company.

PREVIOUS KNOWLEDGE

RELATIONSHIP TO OTHER SUBJECTS OF THE SAME DEGREE

There are no specified enrollment restrictions with other subjects of the curriculum.

OTHER REQUIREMENTS

It is recommended to do a course on Strategic Management previously.

COMPETENCES / LEARNING OUTCOMES

1313 - Degree in Business Management and Administration

Be able to adapt to new situations.

Be able to analyse and search for information from different sources.

Be able to apply analytical and mathematical methods for the analysis of economic and business problems.

Be able to apply and introduce continuous improvement procedures in all areas of the organisation.

Be able to contribute positively to raising awareness of environmental and social issues and to overcoming all forms of discrimination, as essential factors for economic development and poverty alleviation.

Be able to design innovation management policies and strategies by applying the appropriate techniques, models and tools.

Be able to learn autonomously.

Be able to make decisions.

Be able to relate the different elements that interact in the decisions of individuals.

Be able to solve problems.

Be able to transmit and communicate complex ideas and approaches to both specialised and lay audiences.

Be able to use English in a professional environment.

Be able to use ICTs in the field of study.

Be able to work in a team.

Have interpersonal skills.

Know how to apply the techniques, models and tools of quality and environmental management, applying continuous improvement techniques, and knowing how to design effective policies and strategies in this field.

Know how to set objectives and strategies at the different levels of the organisation, and how to assess the implications and needs for achieving them.

Know the general characteristics and fundamentals of business management and organisation, and be able to use the instruments and tools available to analyse and design business policies and strategies, taking account of the international business environment and knowing how to assess the effects of these strategies on business activity and outcomes and on the socio-economic environment in the short and long term.

Recognise the key factors of business competitiveness and of sustainability of economic activities.

Show commitment to ethics and social responsibility.

Show creativity.

Show motivation for quality.

Understand the raison d'être and functioning of companies, as well as their systemic nature and the processes and implications linked to their development and growth.

DESCRIPTION OF CONTENTS

1. BASIC CONCEPTS

Technology and technical change
R&D activities
R&D modes
R&D and competitiveness

2. INNOVATION

1. Definition of innovation
2. Innovation modalities
3. The innovation process
4. Obstacles to innovation

3. THE TECHNOLOGICAL FUNCTION

1. Technological surveillance
2. Technological analysis
3. Protection of technology

4. INNOVATION STRATEGIES

1. Organisational strategy
2. Technological strategy
3. Innovation strategy

5. KNOWLEDGE MANAGEMENT

1. Introduction to knowledge management
2. Identification of knowledge
3. Processes in knowledge management
4. Knowledge strategies

6. THE INNOVATIVE COMPANY

6.1 Top Management teams and innovation
6.2 Organizational structure and innovation
6.3 The role of organizational practices in innovation

WORKLOAD

PRESENCIAL ACTIVITIES

Activity	Hours
Theory	22,50
Classroom practices	22,50
Total hours	**45,00**

NON PRESENCIAL ACTIVITIES

Activity	Hours
Attendance at other activities	0,00
Individual or group project	22,50
Independent study and work	45,00
Preparation of lessons	0,00
Preparation for assessment activities	0,00
Resolution of case studies	0,00
Total hours	**67,50**

TEACHING METHODOLOGY

The teaching methodology to be used in the subject will be theoretical and practical. For the sessions of the theoretical part, we will mainly use expository didactic forms, in which students will be encouraged to

ask questions.For the sessions of the practical part, a wide variety of participative didactic forms will be used, such as the resolution of cases; oral and written presentations; debates, multimedia presentations, ... The student will be encouraged to search and filter information, materials and documentation from Databases, in preference to those available at the University of Valencia.Throughout the course, students must prepare exercises, assignments and presentations both individually and in teams. Some of these works will be defended in public before their classmates.

EVALUATION

The evaluation will consist of two parts:

1. Theoretical part evaluation: It will be carried out by means of an exam accounting for 60% of the final grade.

The exam statements will be presented in the language in which the subject has been officially offered.

2. Evaluation practical part: It will be carried out by means of the evaluation of the works, practical cases and a group project for a value of 40% of the final grade.

Attendance in practical classes is mandatory. The student will be considered to have complied with attendance if he or she has attended a minimum of 80% of the hours of these sessions and if he or she has adequately justified the impossibility of attending the remaining sessions due to force majeure.

Furthermore, the use of artificial intelligence in the requred assignments must be referenced.

It will be compulsory to pass both the theoretical and practical parts in order to pass the subject.

SECOND CALL:

When the student fails in the first call, it is necessary to take a test with the same characteristics on the second call
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REFERENCES

- Castro-Martínez, E., Fernández de Lucio, I. (2020). La innovación y sus protagonistas, Catarata, Madrid.

- Fernández, E. (2005). Estrategia de innovación, Thomson, Madrid.

- OECD (2018). Guidelines for Collecting, Reporting and Using Data on Innovation. Oslo Manual. Paris: OECD.

- Tidd, J., Bessant, J. (2018), Managing Innovation, John Wiley and Sons, London.

- Valls, J., Escorsa, P. (2003), Tecnología e innovación en la empresa: dirección y gestión, Edicions UPC, Barcelona.

- Chesbrough, H., Vanhaverbeke, W.,West, J. (Eds.). (2014). New frontiers in open innovation. Oxford.

- Johnson, G.; Scholes, K., Whittington, R. (2017): Exploring strategy: text and cases. Pearson.

- Osterwalder, A., Pigneur, Y. (2010). Business model generation: a handbook for visionaries, game changers, and challengers (Vol. 1). John Wiley & Sons.

- Tidd, J., Bodley, K. (2002). The influence of project novelty on the new product development process. R&D Management, 32(2), 127-138.