



COURSE DATA

DATA SUBJECT

Code: 36161
Name: Competitiveness, innovation and R&D policies
Cycle: Undergraduate Studies
ECTS Credits: 6
Academic year: 2025-26

STUDY (S)

Degree	Center	Acad. year	Period
1316 - Degree in Economics	Facultat d'Economia	4	First quarter

SUBJECT-MATTER

Degree	Subject-matter	Character
1316 - Degree in Economics	Pathway: industrial and business economics	ELECTIVES

COORDINATION

MARUGAN GACIMARTIN JOSE MARIA

SUMMARY

The subject Competitiveness, innovation and R&D policies aims to analyze the concepts, variables and relationships that explain the competitiveness of companies, regions and countries, and, therefore, their sustainable development, and in which R&D + i, (or, in its most generic sense, Innovation), has a strategic role. Particularly in the case of industrialized countries, where the wage component in company costs reaches relatively high levels compared to emerging countries.

PREVIOUS KNOWLEDGE

RELATIONSHIP TO OTHER SUBJECTS OF THE SAME DEGREE

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

OTHER REQUIREMENTS

Relationship with other subjects of the same degree

Enrollment restrictions have not been specified with other subjects of the curriculum



Other types of requirements

Basic knowledge of Economic Policy

COMPETENCES / LEARNING OUTCOMES

-

Apply the principles of economic analysis (rational decision) to the diagnosis and resolution of problems.

Be able to collect and analyse information.

Be able to learn autonomously.

Be able to use ICTs.

Be able to work in a team (including interdisciplinary teams).

Have decision-making skills and be able to apply knowledge to practice.

Know and understand the company, its functional organisation, its objectives and techniques. Understand the processes for the creation and development of the company and of innovation.

Know and understand the determinants of the long-term sustainable growth of an economy.

Know and understand the different instrumental, sectorial and structural economic policies, as well as their formulation process.

Know and understand the functioning of labour markets and the determinants of unemployment and wages.

Know and understand the main market failures (public goods and externalities), their private and public solutions and their influence on the environment and natural resources.

Know and understand the nature of international trade and of the financial framework in which it takes place.

Know how to analyse and design the strategic decisions of the company and their consequences.

Know the Spanish, European and international economic environment, the productive sectors and the functioning of institutions.

Show critical thinking skills.

Understand and apply the scientific method, which involves formulating hypotheses, deducing verifiable results and contrasting them with empirical and experimental evidence.

Understand the effects of different market structures on efficiency and equity and the influence of regulatory policies.

Understand the effects of the existence of private information in relation to quality and productivity on the



functioning and performance of markets and enterprises, as well as their possible private and public solutions.

Understand the functioning of the economy at the aggregate level and the effect of different economic policies.

Understand the keys to the functioning of market economy, the difference between normative and positive reasoning and between the concepts of equity and efficiency.

Understand the mechanisms that explain the distribution of economic activity in space and regional and urban development processes.

DESCRIPTION OF CONTENTS

1. Competitiveness: Concept and scope of application

1. Competitiveness and productivity. The short and long term, static and dynamic, quantitative and qualitative aspects
2. The labor market and productivity
3. The competitiveness of the companies and the competitiveness of the countries, and / or regions:
 - 3.1. The Conjunctural Approach
 - 3.2. The competitiveness of companies
 - 3.3. Structural competitiveness: measurement and indicators

2. The competitiveness of companies

1. Approaches and competitive business strategies
2. Competitiveness through History: dominant paradigms
3. The management of the value chain of the product and the company

3. Cluster, territory and competitiveness

1. The origins of economic activity in a territory: how it all started
2. The role of the territory in the competitiveness of companies
3. Cluster formation and external economies
4. The policy of competitiveness in the territory: objectives and instruments

4. Competitiveness and innovation

1. The role of innovation in the competitiveness of companies
2. Definition and types of innovation
3. Linear and interactive vision of innovation



4. Innovation in the company's value chain

5. Innovation Systems

- 1. Definition
- 2. Components of an IS and interface mechanisms
- 3. Efficiency conditions of an IS

6. R&D and the Innovation System.

- 1. Importance of the Science and Technology subsystem
- 2. Economic development and R&D. International comparisons
- 3. Objectives of the R + D + i policy
- 4. Instruments: Public investment and policies to stimulate R + D + i
- 5. Analysis of efficiency and indicators of results of investment in R&D

7. Competitiveness, production models and innovation

- 1. What is a production model
- 2. Competitive strength of the various "production models"
- 3. The role of innovation in the reform of the production model
- 4. Policies aimed at reforming a production model: Objectives and Instruments

8. Competitiveness and sustainability

- 1. Business competitiveness within the framework of sustainable development
- 2. New business strategies
- 3. The public sector and the sustainability strategy

WORKLOAD

PRESENCIAL ACTIVITIES

Activity	Hours
Theory	30,00
Classroom practices	30,00
Total hours	60,00

NON PRESENCIAL ACTIVITIES



Activity	Hours
Attendance at other activities	0,00
Individual or group project	10,00
Independent study and work	65,00
Preparation of lessons	5,00
Preparation for assessment activities	5,00
Resolution of case studies	5,00
Total hours	90,00

TEACHING METHODOLOGY

Theoretical classes (presentation by the teacher with the active participation of the students) and practical classes (based on the work done previously or in the classroom, by the students) will be combined.

EVALUATION

The grade of the final evaluation exam (made up of a series of alternative answer questions) will account for 70% of the final grade for the subject. The continuous evaluation grade will account for 30% of the final grade for the subject, but it will only be computed in the event that the student obtains a pass in the final evaluation exam. Otherwise, the failed grade of the final evaluation exam will count 100% of the final grade for the subject, which will not prevent the practical grade obtained from being saved for the second call (July) to be weighted in it, if You can pass the extraordinary final evaluation exam. The Continuous Evaluation grade will be obtained through continuous evaluation, which will weigh, among others, the following extremes: attitude in practical classes, completion and presentation of work individually or in groups, knowledge tests and controls, etc. continuous evaluation will not be recoverable.

REFERENCES

Tema 1. Competitividad: Concepto y ámbito de aplicación:

- World Economic Forum 2019: (http://www3.weforum.org/docs/WEF_TheGlobalCompetitivenessReport2019.pdf)

- Banco Mundial (2020) Informe Doing Business 2020: - <https://espanol.doingbusiness.org/es/data/exploreconomies/spain> - (<https://openknowledge.worldbank.org/bitstream/handle/10986/32436/9781464814402.pdf>)

Tema 2. La competitividad de las empresas:

- García Reche, A, Mas Verdú, F.: La Política Industrial. En García Reche, A, y Sanchez Andrés, A. (Coord.) (2015): Políticas económicas estructurales y de competitividad. Tirant lo Blanch



- Porter, M. (2009): Estrategia competitiva: técnicas para el análisis de la empresa y sus competidores. Pirámide
- Porter, M. (2009): Ser competitivo. Ed. Deusto

Tema 3. Clúster, territorio y competitividad:

- Porter, M. (2009): Ser competitivo. Deusto ediciones
- Porter, M. (2010): Ventaja competitiva: creación y sostenimiento de un desarrollo superior. Pirámide
- Krugman, P (1992): Geografía y comercio. Antoni Bosch
- Cioloma Guerrero, D. (2010): La dinamización de clústeres como política industrial territorial <https://es.slideshare.net/dcolomaguerrero/la-dinamizacion-de-clusters-como-politica-industrial-territorial>

Tema 4. Competitividad e innovación:

- García Reche, A, Más Verdú, F: La Política Industrial. En García Reche, A, y Sanchez Andrés, A. (coord.) (2015): Políticas económicas estructurales y de competitividad. Tirant lo Blanch
- OCDE (2006): Manual de Oslo. Guía para la recogida e interpretación de datos sobre innovación - OECD: National Innovation System (<http://www.oecd.org/science/inno/2101733.pdf>)
- Torrejón Velardiez, M. (2015): Política de Investigación y Desarrollo (I+D). Garcia Reche, A, y Sanchez Andrés, A (Coord.): Políticas económicas estructurales y de competitividad

Tema 5. Los Sistemas de Innovación:

- OECD: National Innovation System (<http://www.oecd.org/science/inno/2101733.pdf>)
- Navarro, M. (2001): Los sistemas nacionales de innovación: una revisión de la literatura. Documento de trabajo ¿ (<http://eprints.ucm.es/6759/1/26-01.pdf>)
- Hervás, JL. et alia: Sistemas nacionales de innovación: determinantes y acciones de política industrial. Evidencia empírica para la OCDE. Revista de economía Industrial, nº 383 (<http://www.minetur.gob.es/Publicaciones/Publicacionesperiodicas/EconomiaIndustrial/RevistaEconomiaIndustrial/383/José%20Luis%20Hervas.pdf>)



- Fernández de Lucio, I., Rojo de la Biseca, J., Castro-Martínez, E. (2003): Enfoques de políticas regionales de innovación en la Unión Europea. Delegación Española de la Academia Europea de Ciencias y Artes. Madrid (<https://es.scribd.com/document/104559784/Enfoques-de-Políticas-Regionales-de-Innovación-de-Ue>)

Tema 6. La I+D y el Sistema de Innovación:

- La I+D y el Sistema de Innovación: - Fundación COTEC. (Junio 2020): Informe COTEC [http://informecotec.es/Tecnología e innovación en España](http://informecotec.es/Tecnología_e_innovación_en_España) (<https://online.flippingbook.com/view/1027758/8/>)

- Indicadores del Sistema Español de Ciencia, Tecnología e Innovación 2019. https://www.fecyt.es/es/system/files/publications/attachments/2019/12/indicadores_2019_web.pdf

- Torrerrejón Velardiez, M. (2010): Política de Investigación y Desarrollo (I+D). En García Reche, A, y Sánchez Andrés, A: Política económica estructural y de competitividad

Tema 7. Competitividad, modelos productivos e innovación:

- García Reche, A. (2010): El papel de la I+D en la mejora de nuevo modelo productivo español. En Jose Ma Zufiaur (coord.): Hacia un cambio de modelo productivo. Fundación Largo Caballero. Ministerio de Trabajo e Inmigración

- García Reche, A. (2013): El cambio de modelo productivo: ¿realidad o ficción? En Revista Pasajes, primavera 2013. PUV - <http://roderic.uv.es/bitstream/handle/10550/45545/62-69.pdf?sequence=1&isAllowed=y> - https://www.jstor.org/stable/pasajes.41.62?seq=1#page_scan_tab_contents

Tema 8. Competitividad y sostenibilidad

- García Perdiguero, T., y García Reche, A. (2013 y 2011): Cultura, políticas y prácticas de RSE en las empresas del IBEX 35 (<http://www.observatoriorse.org.es/Publicaciones/Estudio%202014%20Cultura,%20Pol%C3%ADticas%20y%20Pr%C3%A1cticas%20de%20Responsabilidad%20Social%20de%20las%20empresas%20del%20IBEX%2035.pdf>)

- García Perdiguero, T., y García Reche, A. (1995): Crecimiento, competitividad y responsabilidad: la encrucijada europea. La responsabilidad social de las empresas y los nuevos desafíos de la gestión empresarial. PUV (<http://portal.ugt.org/claridad/numero10/tomas.pdf>)



- Antonio Ferrer Sais <http://www.observatoriorse.org.es/Publicaciones/La%20Responsabilidad%20Social%20de%20las%20Empresas%20y%20la%20necesidad%20del%20Di%C3%A1logo%20Social.pdf>
- Porter, M. y Kramer, Mark, R. (2006): Estrategia y sociedad. Harvard Business Review. América - Latina (<http://www.cepb.org.bo/urse/wpcontent/uploads/2014/12/E33.pdf>)
- Porter y Kramer (2011): Creating Shared Value. How to reinvent capitalism- and unleash a wave of innovation and growth publicado por Harvard Business Review