



## COURSE DATA

### DATA SUBJECT

**Code:** 42810  
**Name:** Technology, innovation and strategy  
**Cycle:** Master's Degree  
**ECTS Credits:** 6  
**Academic year:** 2025-26

### STUDY (S)

Degree	Center	Acad. year	Period
2132 - Master's Degree in Creating and Managing Innovative Companies	Facultat d'Economia	1	First quarter

### SUBJECT-MATTER

Degree	Subject-matter	Character
2132 - Master's Degree in Creating and Managing Innovative Companies	Innovation	COMPULSORY

### COORDINATION

GONZALEZ CRUZ TOMAS

MARCH CHORDA ISIDRE

## SUMMARY

In today's highly dynamic environment, it is essential to understand the drivers of the innovation at the firm level.

The purpose of this subject is precisely to conceptualize and understand the implications of the 3 axes that underpin much of the competitive success of the current company: technology, R&D and innovation itself. These 3 components acquire a leading role in the current economic-business environment as guarantors of competitiveness.

In addition to presenting, analyzing and debating the content and implications of technology, R&D and innovation, special emphasis will be placed on the different strategies that companies can adopt in front of innovation, as well as the relationship with the corporate strategy. .

Several sessions will take the format of Seminars, with guests of recognized professional expertise in the field, who will provide an applied vision on different aspects of knowledge and innovation management.

## PREVIOUS KNOWLEDGE

### RELATIONSHIP TO OTHER SUBJECTS OF THE SAME DEGREE



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

## OTHER REQUIREMENTS

Not required

## COMPETENCES / LEARNING OUTCOMES

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Students should apply acquired knowledge to solve problems in unfamiliar contexts within their field of study, including multidisciplinary scenarios.

Students should possess and understand foundational knowledge that enables original thinking and research in the field.

## DESCRIPTION OF CONTENTS

### 1. INNOVATION KEY ASPECTS

- . Technology and R&D
- . Innovation
- . Innovation types
- . Innovation strategy
- . Innovative organization

### 2. INNOVATION: NEW APPROACHES

- . Innovation in value
- . Frugal innovation
- . Open innovation
- . Disruptive innovation: blue ocean

### 3. INNOVATION MANAGEMENT I: EXPLORATION AND DEVELOPMENT

- . Innovation screening
- . Design thinking
- . Development of new products
- . Rapid prototyping



#### 4. INNOVATION MANAGEMENT II: EXPLOITATION

- . Innovation management tools
- . Protection and transfer of technology and innovation
- . Innovation impact analysis

#### 5. SUPPORTIVE ENVIRONMENT TO INNOVATION

- . Innovation supportive programmes
- . Institutions promoting innovation
- . Databases in innovation
- . Innovation indicators at the enterprise and territorial level

### WORKLOAD

#### PRESENCIAL ACTIVITIES

Activity	Hours
Theory	45,00
<b>Total hours</b>	<b>45,00</b>

#### NON PRESENCIAL ACTIVITIES

Activity	Hours
Attendance at other activities	15,00
Individual or group project	25,00
Independent study and work	35,00
Preparation of lessons	5,00
Preparation for assessment activities	0,00
Resolution of case studies	15,00
<b>Total hours</b>	<b>95,00</b>

### TEACHING METHODOLOGY

In the theoretical-practical sessions, the professor will develop the main theoretical concepts outlined in the program using a mixed model of "lecture-participatory model." Various real cases will be studied to encourage class debate.

A simulation platform will be used where the knowledge developed in the course will be applied. The student will usually, though not always, have the necessary theoretical content documentation before it is covered in class, through the "Virtual Classroom" application

### EVALUATION



The subject will be assessed through the following items:

- Theoretical contents:
  - Exam: 30% of the final grade
- Practica contents:
  - Individual and team assignments: 70 % of the final grade

## REFERENCES

- Valls, J. Escorsa, P. (2003), Tecnología e innovación en la empresa. dirección y gestión, Edicions UpC, Barcelona
- Fernandez, E. (2005), Estrategia de innovación, Thomson, Madrid
- Benavides, C.A. (1998), Tecnología, innovación y empresa, Pirámide, Madrid
- Gaynor, G. (1999), Manual de gestión en tecnología, McGrawHill, Madrid
- [www.cotec.es](http://www.cotec.es)
- West, A. (2002), Estrategia de innovación, Fundación COTEC, Madrid
- Tidd, J., Bessant, J. (2007), Managing innovation, John Wiley and Sons, London
- Kim, W,C, Mauborgne, R. (2005), Blue Ocean Strategy, Harvard Business Press
- March, I. (2016), Innovación y desempeño en la empresa valenciana, Universitat de Valencia e Improven