

COURSE SYLLABUS

1. COURSE DESCRIPTION

Grado:	Administración y Dirección de Empresas (English teaching)
Doble Grado:	
Asignatura:	INNOVATION MANAGEMENT (Gestión de la Innovación - English teaching)
Módulo:	Business Organization
Departamento:	Business Organization and Marketing
Semestre:	Second term
Créditos totales:	6
Curso:	3rd-4th
Carácter:	Elective
Lengua de impartición:	English

Modelo de docencia:	C1	
a. Enseñanzas Básicas (EB):		50%
b. Enseñanzas de Prácticas y Desarrollo (EPD):		50%
c. Actividades Dirigidas (AD):		

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2. COURSE COORDINATOR

Name:	Ana Pérez-Luño Robledo
Faculty:	Business Administration
Department:	Business Organization and Marketing
Academic Area:	Business Organization
Category:	Profesora Titular de Universidad
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3. ACADEMIC CONTEXT

3.1. Course Description and Objectives

Understanding what is innovation and why it matters

Learning the innovation types and processes

Developing an innovation strategy

Understanding how companies deal with innovations

3.2. Contribution to the Training Plan

The understanding of what is innovation and why it matters will provide a multidisciplinary view of the business phenomena.

Now a days, innovation management is one of the key elements for companies to survive. Therefore, having a broad view and understanding of its management process is very important for students.

This subject is related with Gestión de las Operaciones, Dirección de RRHH and Dirección Comercial

3.3. Recommendations or Prerequisites

There are no special requirements.

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4. SKILLS

4.1 Degree Skills Developed during this Course

General Skills:

Instrumental Skills:

- Analysis and synthesis skills
- Organization and planning skills
- Oral and written communication in a foreign language
- Skills to obtain and analyze information from different sources
- Decision making and problem-solving skills

Personal Skills:

- Team work and interpersonal relations skills
- Personal relations skills
- Ethical compromise within the work place

Systemic skills:

- Autonomous learning skills
- Creativity
- Leadership
- Initiative and entrepreneurship

Specific Skills:

To know the most relevant aspects of the study of organizations

4.2. Module Skills Developed during this Course

General Skills:

Instrumental Skills:

- Analysis and synthesis skills
- Organization and planning skills
- Oral and written communication in a foreign language
- Skills to obtain and analyze information from different sources
- Decision making and problem-solving skills

Personal Skills:

- Team work and interpersonal relations skills
- Personal relations skills
- Ethical compromise within the work place

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Systemic skills:

- Autonomous learning skills
- Creativity
- Leadership
- Initiative and entrepreneurship

Specific Skills:

To know and apply Business Administration's Basic Concepts

4.3. Course-specific Skills

- Cognitive (Know...): To know the innovation process.
- Instrumental (Know how to...): Ability to analyze and manage an innovation process.
- Attitudinal (Be...): Ability to interpret and solve problems faced by organizations derived from the innovation process.



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5. COURSE CONTENT (COURSE TOPICS)

Chapter 1. Innovation: what it is and why it matters

Chapter 2. Developing an innovation strategy

Chapter 3. Sources of innovation

Chapter 4. Creating new products and services

Chapter 5. Capturing the benefits of innovation

Chapter 6: Capturing learning from innovation

Chapter 7: Organizing for innovation

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6. METHODOLOGY AND RESOURCES

TOTAL NUMBER OF HOURS: 150 (6 ECTS CREDITS)

GROUP TYPE	HOURS PER STUDENT	CREDITS PER STUDENT
GENERAL TEACHING (GT)	22.50	0.90
PRACTICAL TEACHING (PT)	22.50	0.90
SELF-STUDY	90.00	3.60
ASSESSMENT AND GRADING	15.00	0.60
TOTAL	150.00	6.00

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7. ASSESSMENT

The final grade will be calculated according to the following formula:

$$0.5A + 0.5B = \text{FINAL GRADE}$$

A) General teaching (50%):

Students will take one written exam in June which, if passed, will exempt them from sitting the final exam in July. A minimum score of 5 points (on a 10-pt.scale) is required in order to pass.

B) Practical teaching (50%):

Scores obtained on activities carried out and/or assigned in practice and development sessions will be valid for official exams in June and July. Students who have not attended class sessions and/or not completed activities & assignments successfully will be evaluated out of a maximum of 50%, thus forfeiting any chance to obtain the remaining 50%.

Student mobility:

Those UPO students who are not able to attend seminars due to being abroad under official mobility programs (Socrates-Erasmus, Séneca, Atlanticus...) will have an additional exam, or work that will be clearly defined, in order to obtain the 50% of the grade corresponding to the continuous evaluation. Students in this situation must inform the responsible lecturers before the 30th of April. Any failure to inform the teacher in the given date can only be waived if it comes supported by the Academic Coordinator of the student's mobility contract.

Please Note: In compliance with Title II, Chapter II, Articles 12.2 and 14.3 of the Normativa de Régimen Académico y de Evaluación del Alumnado (signed in Consejo de Gobierno de la Universidad Pablo de Olavide de Sevilla on July 18, 2006): “With regard to essays or other homework, plagiarism and/or the use of unoriginal material—including information obtained from online sources—without explicit and proper citing (and, where required, the express permission of the author), may warrant a grade of FAIL for the module, in addition to any other applicable academic sanctions warranted by academic misconduct on the part of students. [...] After consulting professors, students and any other university bodies deemed necessary, the Director of the Department responsible for the module in question will decide on the need for further measures including an official academic integrity hearing.”

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8. BIBLIOGRAPHY

8.1. GENERAL READING:

Tidd, J., Bessant, J. Y Pavitt, K. (2005). *Managing Innovation. Integrating technological, market and organizational change.* John Wiley & Sons, Ltd, 4^a Ed.

Tidd, J. Y Bessant, J. (2009). *Managing Innovation. Integrating technological, market and organizational change.* John Wiley & Sons, Ltd, 5^a Ed.

Schilling, "Strategic Management of Technological Innovation" 3rd edition, 2010