Degree competences to which the subject contributes

Specific:
1. Manage the research, development and technological innovation, based on the transfer of technology and property rights and patents
2. Manage the Research, Development and Technological Innovation, based on the transfer of technology and property rights and patents.

Teaching methodology

MD.1 Dynamic master lecture
MD.3 Autonomous learning
MD.5 Team work and case-based learning

During the spring semester of the 2019-2020 academic year, and as a result of the health crisis due to Covid19, the methodology has been adapted with:
Teaching videos explaining the Power Point material available on campus: This is a PowerPoint presentation of the topic with a video made by the teacher as if he were streaming.
Campus Deliverables: Teacher-submitted activities, such as small “TechTrends” presentations or case studies, that students must upload to Campus for evaluation.
Practices: Related works mainly with the Final Project that are explained with video + PowerPoint and that can have the specific support of the teacher through teleconference.
Course work: Report of a project of Technological Innovation devised by the students, plus a presentation of the same in PowerPoint.
Doubts by email to the teaching staff

Learning objectives of the subject

The lessons are built on practical knowledge outlining how technology innovation is managed in real companies. The subject covers specifically Innovation Management through acquisition of new technologies and innovations. Additionally, this subject aims to provide the student with the necessary knowledge to deal with management, acquisition and protection of new research-based knowledge and innovations, as the base for ensuring a sustainable competitive advantage for companies in their market.
240EI533 - Technological Innovation

Specific objectives:
1. Identify the dynamics of the innovation processes in its different typologies and components
2. Relate the innovation strategy to the general strategy of the company
3. Understand Innovation Management tools and how to proceed to launch new products and services
4. Know how to protect innovation through different mechanisms
5. Know the public policy of innovation and the creation of innovation networks

Study load

<table>
<thead>
<tr>
<th>Total learning time: 75h</th>
<th>Hours large group: 27h</th>
<th>36.00%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Guided activities:</td>
<td>0h</td>
<td>0.00%</td>
</tr>
<tr>
<td>Self study:</td>
<td>48h</td>
<td>64.00%</td>
</tr>
</tbody>
</table>
# 240E1533 - Technological Innovation

## Content

<table>
<thead>
<tr>
<th>1. TECHNOLOGY AND STRATEGY</th>
<th>Learning time: 6h</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Theory classes: 2h</td>
</tr>
<tr>
<td></td>
<td>Self study: 4h</td>
</tr>
</tbody>
</table>

**Description:**

**Related activities:**
1, 2, 3, 4, 5, 6

**Specific objectives:**
1

<table>
<thead>
<tr>
<th>2. INNOVATION</th>
<th>Learning time: 12h</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Theory classes: 4h</td>
</tr>
<tr>
<td></td>
<td>Practical classes: 2h</td>
</tr>
<tr>
<td></td>
<td>Self study: 6h</td>
</tr>
</tbody>
</table>

**Description:**
Innovation and technology change. The technology innovation process: models. Invention and innovation. Creativity and innovation. Diffusion of the innovation. The design in a company.

**Related activities:**
1, 2, 3, 4, 5, 6

**Specific objectives:**
1

<table>
<thead>
<tr>
<th>3. INNOVATION AND ORGANIZATIONS</th>
<th>Learning time: 12h</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Theory classes: 4h</td>
</tr>
<tr>
<td></td>
<td>Practical classes: 2h</td>
</tr>
<tr>
<td></td>
<td>Self study: 6h</td>
</tr>
</tbody>
</table>

**Description:**
Main elements and drivers influencing innovation in a company. Innovation in SMEs (Small-Medium Enterprises). R & D department: basic characteristics and organization. Relations of the R & D department.

**Related activities:**
1, 2, 3, 4, 5, 6

**Specific objectives:**
1, 2, 3
240E1533 - Technological Innovation

4. TECHNOLOGY TRANSFER

<table>
<thead>
<tr>
<th>Learning time: 6h</th>
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</thead>
<tbody>
<tr>
<td>Theory classes: 2h</td>
</tr>
<tr>
<td>Practical classes: 0h</td>
</tr>
<tr>
<td>Self study: 4h</td>
</tr>
</tbody>
</table>

Description:
Purchase and sell of technology. Different methods of technology transfer. Technological alliances. The problem of technology adoption.

Related activities:
1, 2, 3, 4, 5, 6

Specific objectives:
1, 2

5. PROTECTION OF INNOVATION

<table>
<thead>
<tr>
<th>Learning time: 6h</th>
</tr>
</thead>
<tbody>
<tr>
<td>Theory classes: 2h</td>
</tr>
<tr>
<td>Self study: 4h</td>
</tr>
</tbody>
</table>

Description:
Patent and commercial secret. Legal regime to protect inventions and innovations. Protection of distinctive signs. Licensing.

Related activities:
1, 2, 3, 4, 5, 6

Specific objectives:
3, 4

Qualification system

Final project (team work) (50%)
Class activities (50%, average grade of the deliverables)

During the spring semester of the 2019-2020 academic year, and as a result of the health crisis due to Covid19, the qualification method will be:
Subject mark = 50% Course work + 50% Campus activities
Course work in groups (50%) = 0.7 * Note Written Report + 0.3 * Note Individual Presentation
Campus activities (50%, average of the delivery notes: milestones, internships, tech trends, other campus activities)
Bibliography

Basic:


Complementary:


