

SUBJECT TEACHING GUIDE

M609 - Management of Innovation and Business Plans

Master's Degree in Business and Information Technologies

Academic year 2021-2022

1. IDENTIFYING DATA					
Degree	Master's Degree in Business and Information Technologies			Type and Year	Compulsory. Year 1
Faculty	Faculty of Economics and Business Studies				
Discipline	Obligatory Subjects				
Course unit title and code	M609 - Management of Innovation and Business Plans				
Number of ECTS credits allocated	2,5	Term	Semester based (2)		
Web					
Language of instruction	Spanish	English Friendly	No	Mode of delivery	Face-to-face

Department	DPTO. ADMINISTRACION DE EMPRESAS
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Other lecturers	EMILIO PLACER MARURI

3.1 LEARNING OUTCOMES

- Understanding the differences between Research, Technological Development and Innovation (R + D + i).
- Being able to develop a watch and technological prospective system as input of the innovation system.
- To Analyze the process management associated with the Innovation Units' projects of the portfolio under the ISO / UNE 166.000 standard
- Knowing protection models of Intellectual Property (IP) and be able to choose between the different technology transfer mechanisms
- Understanding all parts of regional R & D + i Systems, national and European and be able to exploit its advantages in organizations
- Being able to develop a Business Plan (Business Plan) around a potential business idea

4. OBJECTIVES

The globalization of the economy and markets and the need of companies' competitiveness have made innovation and technological change a strategic tool. In this context, the objectives of the subject are:

- * Provide students with the theoretic and practical knowledge necessary to deal with the decisions associated with the establishment of the innovation strategy of a company from the innovation process working understanding and the elements which form the R & D + i regional, national and European Systems.
- * Provide students the capacities needed to develop all activities involved in the innovation management into an organization, from its planning to the concrete implementation, including the development of business plans associated with innovation results.

6. COURSE ORGANIZATION

CONTENTS

1	Introduction to innovation and R & D systems 1.1 Definition and concept of Innovation 1.2 Innovation and competitiveness 1.3 R & D + i Systems
2	Innovation Strategy in the company 2.1 R + D + i Strategy in the company 2.2 Internal vs. External Generation 2.3 Protection of innovation and technology transfer results 2.4 R & D + i systems and projects Certification: ISO / UNE 166.000 Standard
3	Watch and Technological Prospective 3.1 Watch and Technological Prospective Concept 3.2 Tools for implementing the TW 3.3 Practical Cases
4	Business Plans (Business Plan)

7. ASSESSMENT METHODS AND CRITERIA

Description	Type	Final Eval.	Reassessn	%
Individual work	Work	No	Yes	20,00
Group Work	Work	No	No	20,00
theory test exam	Written exam	No	Yes	60,00
TOTAL				100,00
Observations				
Observations for part-time students				
Part-time students can overcome the subject by conducting a written exam (60% of the overall qualification) and the completion and submission of an individual work about any of the topics covered in the subject (40% of the overall qualification). To overcome the subject it is necessary an overall rating of 5 or more points in the set of the assessment methods.				

8. BIBLIOGRAPHY AND TEACHING MATERIALS

BASIC

Asociación para el Progreso de la Dirección, (2017): Transformación, Innovación, Reinención: Constantes Vitales De La Empresa Del Siglo XXI. ISSN 1886-1709

Pérez-González, D. & Placer-Maruri, E. (2011): Technology watch in the metal industrial SMEs: knowledge, application and assessment. El Profesional de la Información, Vol. 20, No.5, 495-502. ISSN: 1386-6710, DOI 10.3145/epi.2011.sep.02

Velasco, Felix. (2007): "Aprender a elaborar un Plan de Negocio", Ed. Paidós

Aula virtual de la asignatura: Materiales de los profesores y lecturas puestas a disposición de los alumnos.