



PERSONA CIENCIA EMPRESA

UNIVERSITAT RAMON LLULL

**Code:** 80517**Name of the subject:** Innovation Technology Management**GENERAL CHARACTERISTICS**

<b>Number of credits ECTS:</b>	3.5
<b>Language/s</b>	Catalan Spanish English
<b>Type</b>	Normal
<b>Professor/s</b>	

**DESCRIPTION****BRIEF DESCRIPTION AND JUSTIFICATION**

Technological innovation plays an important role in the competitive landscape. The challenge of managing technologies is immense. This course examines the challenges of the technology management process - identifying, formulating, evaluating and implementing viable technological innovation. The emphasis is on issues that affect a firm to manage the success of technological innovation. As such, we will view the firm as a whole, but we will draw upon, and integrate into our analysis, your understanding of the various functional areas of business and the external factors.

**COMPETENCIES**

As a consequence of the assimilation of the subject's learning contents, the student will be able to:

- Learn the different techniques to generate ideas for entrepreneurial projects (CE2).
- Understand the different sources of funding for the creation of new ventures in a global economy (CE3).
- Foster innovation (CT2).
- Develop an entrepreneurial spirit (CT3).
- Apply the new learnings in professional situations (CT6).

**PREREQUISITES**

- Requirements legally established to access postgraduate programs.
- English proficiency (TOEFL 7.0 or equivalent).

## CONTENTS

1. Sources of Innovation: Dubai, Israel and clusters.
2. Types and Pattern of Innovation: an approach to SBIR Model.
3. Utterback phases: Standards Battles and Design Dominance, incremental and radical innovation.
4. Timing of Entry: the importance of time-to-market.
5. Defining the Organization & Strategic Direction: Inside-out vs Outside-in strategy.
6. Choosing Innovation Projects.
7. Collaboration Strategies: How to improve benefits by linking common departments.
8. Protecting Innovation: Chinese patent strategy point of view.
9. Organizing for Innovation: from tiger teams to light-weight teams.
10. Managing the New Product Development Process and how organize teams.
11. Crafting a Deployment Strategy: Connecting stakeholders.

## METHODOLOGY

### TRAINING ACTIVITIES:

Training activities	ECTS Credits	Competencies
Lectures presenting concepts and procedures	1,00	CE2, CE3, CT2, CT3, CT6
Practical sessions (exercises, case resolution)	1,00	CE2, CE3, CT2, CT3, CT6
Assignments by Students	0,50	CE2, CE3, CT2, CT3, CT6
Seminars or tutorials	0,50	CE2, CE3, CT2, CT3, CT6
Personal study activities	0,50	CE2, CE3, CT2, CT3, CT6
Assessment sessions	-	
Internship in Company	-	
<b>TOTAL</b>	<b>3,50</b>	

## EXPLANATION OF TEACHING METHODOLOGY

The methodology applied to this course is based on:

- Lectures
- Discussion of Cases and Articles
- Reports and Presentations.

## EVALUATION

### METHODS OF EVALUATION

Evaluation Methods	Weight	Competencies
Final exam	-	
Partial exams	30%	CE2, CE3, CT2, CT3, CT6
Following up activities	-	
Homework and presentations	-	
Experimental work or fieldwork	-	
Projects	40%	CE2, CE3, CT2, CT3, CT6
Evaluation of the company or institution	-	

**LEARNING OUTCOMES**

- To understand industry dynamics of technological innovation.
- Learn how to formulate technological innovation strategies.
- Learn how to implement technological innovation strategies.

**EVALUATION**

1. Lead discussions on assigned readings.
2. Case competitions.
3. Presentation of group projects.
4. Mid term exam.
5. Assistance is compulsory, and students can miss only a maximum of two (2) sessions.

**EVALUATION OF COMPETENCIES**

Foster innovation: the competence is assessed through the class participation and the input provided on readings and cases.

Develop an entrepreneurial spirit: the competence is assessed through the team project.

Apply the new learnings in professional situations: the competence is assessed through the team project.

**BIBLIOGRAPHY****Bibliography**

The course is based on individual and team work on Articles and Business Cases. Materials will be updated on a yearly basis and provided to the students by the instructor.

**DOCUMENT RECORD****PREVIOUS CHANGES****LAST REVISION**

September the 1st 2017. Dr. Carlos Malet on behalf of Professor Chialin Chen.