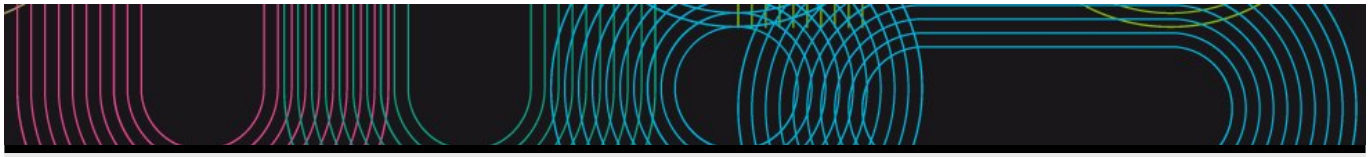

IDENTIFYING DATA				
Knowledge management and technological innovation				
Subject	Knowledge management and technological innovation			
Code	V03G020V01925			
Study programme	(*)Grao en Administración e Dirección de Empresas			
Descriptors	ECTS Credits	Choose	Year	Quadmester
	6	Optional	4th	1st
Teaching language	Galician English			
Department				
Coordinator	Vázquez Vicente, Xosé Henrique			
Lecturers	García Vázquez, José Manuel Vázquez Vicente, Xosé Henrique			
E-mail	xhvazquez@gmail.com			
Web	http://webs.uvigo.es/xhvv			
General description	The course highlights the challenges posed by the knowledge economy, justifies the need to innovate in this context, and deepens into the tools available to sistematize R&D and innovation within organizations. Although we will mainly focus in private firms, the course will show that the management of knowledge and innovation finds a wide field of application beyond the business arena. The rationale of the course will thus play an important role in the dynamization of change in any type of organization; from an NGO or a trade union, for instance, to the very same public administration.			

Competencies	
Code	
A2	Students need to be able to apply the knowledge acquired to their work or vocation in a professional manner, and should have the skills normally demonstrated through the ability to develop and defends points of view and to solve problems related to their field of study.
A3	Students should be able to collect and interpret relevant data (usually within their field of study) in order to make judgements that include a reflection on the relevant social, scientific or ethical issues.
A4	Students should be able to transmit information, ideas, problems and solutions to both specialised and non-specialised audiences.
B1	Ability to analyse and synthesise
B2	Critical and self-critical thinking
C1	Acquire and understand knowledge regarding: the relationships between the different subsystems that make up the business system
C3	Acquire and understand knowledge regarding: Internal aspects, functions and processes of organisations including their nature, structure, direction, operation and management
D2	Capacity for leadership, including empathy with others

Learning outcomes				
Expected results from this subject	Training and Learning Results			
Understand in that it consists the economy of the knowledge and the paper that in her plays the management of the innovation	A3	B1 B2	C1 C3	
Capacity of analysis of the main strengths that move the ecosystem of innovation	A2	B1 B2	C1 C3	
Capacity of analysis of the internal processes of the company that condition his potential of innovation	A4	B2	C1 C3	D2
Creative capacity to distinguish new projects of innovation, evaluate them with rigour, and **implementalos	A2 A3	B1	C1	D2

Contents

Topic	
1.- Why innovation management? From an industrial to a knowledge economy.	The world economy. The rationale of growth and convergence. The new technological system: microelectronics and biotechnology. Knowledge economy: more than bytes. The firm in a new context: the innovation plan.
2.- Technological change and National Systems of Innovation.	Technology and innovation: definitions and typologies. The configuration of National Systems of Innovation. The system Science-Technology-Industry: the role of universities.
3.- How to protect intellectual property rights (IPRs).	What are IPRs. Patents. Utility models. Industrial models and draws. Know-how. Brands and other symbols.
4.- The elaboration of a diagnosis: from environmental insights to new ideas for the market.	Competitive intelligence. Technological prospection. Technological audit.
5.- The importance of designing a strategy to develop a project portfolio.	Strategic coherence. Innovation strategies. Technological strategies. What comes first?
6.- How to implement a project? Organizational structure, control and leadership.	Organizational structures to stimulate change and innovation. Coordination mechanisms to innovate. The technological perspective of control systems and incentives. Participation systems for the workforce. The flow of change: training, comunication and leadership.

Planning

	Class hours	Hours outside the classroom	Total hours
Introductory activities	1	0	1
Master Session	29	30	59
Troubleshooting and / or exercises	10	10	20
Tutored works	10	20	30
Others	0	10	10
Multiple choice tests	2	28	30

*The information in the planning table is for guidance only and does not take into account the heterogeneity of the students.

Methodologies

	Description
Introductory activities	Presentation of contents and goals. Teaching methodology and evaluation systems.
Master Session	Presentation of the theoretical basis and guidance on program contents. Before lectures, students should read and work on the material prepared for each session.
Troubleshooting and / or exercises	Each of these sessions consist of an activitiy to apply the knowledge developed in master sessions.
Tutored works	Students will work cooperatively in small groups in order to carry out (1) an analysis of a particular innovation topic; (2) develop simulations of tools and techniques that were studied in the theoretical lectures, and (3) ellaborate an Innovation Plan for any business or industry.
Others	Analysis and presentations from readings and complementary exercises.

Personalized attention

Methodologies	Description
Troubleshooting and / or exercises	
Tutored works	

Assessment

	Description	Qualification	Training and Learning Results			
Tutored works	There are three types of tutored works: (1) Analysis and presentations of readings; (2) simulations leaded by the teacher; and (3) an Innovation Plan. The Innovation Plan follows a model that is available in FAITIC. The assesment of these Plans will be based on its formal presentation, its analytical quality, and its public presentation.	40	A2 A3 A4	B1 B2	C1 C3	D2
Others	Proactive attitude throughout the theoretical and practical lectures, complementary readings or oral presentations.	10	A4	B1 B2		D2
Multiple choice tests	The exam will consist of 20 test questions with 4 possible answers each. One correct answer adds one point; one incorrect answer substracts 0,33. This test-type exam may be substituted by short questions that students must deal with extensively in extraordinary sessions.	50	A3	B1 B2	C1 C3	

Other comments on the Evaluation

To approve the subject is necessary to approve the test and the work of independent way. It IS necessary to obtain a 50% of the note in the work, therefore, as well as a 50% of the note in the proof type test. These are the minima to approve the subject.

On the other hand, the punctuation by the participation and realization of all the tasks defined keeps in the announcements of the academic course and no will save for successive courses.

Any student that take part in 15% of the proofs of evaluation of the plan will not be able to figure in the final qualifications how "no presented".

Calendar of available examinations in: http://fccee.uvigo.es/organizacion-@docente.html

Sources of information

Basic Bibliography

Complementary Bibliography

Tidd, Joe e Bessant, John, **Managing Innovation: Integrating technological, market and organizational change**, Wiley,

Tidd, Joe e Bessant, John, **Managing Innovation: Integrating technological, market and organizational change**, Wiley,

Fernández Sánchez, Esteban, **Estrategia de innovación**, Thomson,

Recommendations

Subjects that continue the syllabus

Investment decisions/V03G020V01402
Financing decisions/V03G020V01501

Subjects that are recommended to be taken simultaneously

Commercial Research/V03G020V01701

Subjects that it is recommended to have taken before

History: Economic history/V03G020V01103
Operations management/V03G020V01302
Accounting analysis/V03G020V01601