

**TEACHING PLAN**

University Unit: CCSA – Center for Social Sciences in Administration		
Graduate Program: PPGA – Graduate Program in Business Administration		
Course: ☒ Academic Master's Degree ☒ Academic Doctorate		
Discipline: Strategic Innovation Management		Code: ENST54943
Teacher: Gilberto Perez		DRT: 1120707
Workload: 32 hours class	Credits: 2	☐ Mandatory ☒ Optional
Syllabus: The discipline focuses on addressing strategic factors linked to the innovation management process. It addresses the evolution of Economic Theories, and how they affect innovation. Evaluates Innovation in Services and its Peculiarities. It presents and discusses internal and external aspects related to the Adoption and Diffusion of Innovation. Presents and discusses strategies for Innovation and Generation of Competitive Advantage. It discusses the Role of National Innovation Systems and their Incentive to Innovation. It presents and discusses the functions of an Innovation and Intellectual Property Ecosystem. Sources of Innovation and Technology Transfer. It discusses aspects related to Risks and Uncertainties in Innovation.		
Program Content: 1. Fundamental Aspects in Innovation Management. 2. The Evolution of Economic Theories – from Schumpeter to contemporary authors. 3. Innovation in Services and its Peculiarities. 4. Theories related to the Adoption, Acceptance and Diffusion of Innovation. 5. Innovation Strategies and Generation of Competitive Advantage. 6. National Systems of Innovation and Incentive to Innovation. Innovation and Intellectual Property Ecosystems. 7. The different sources of Innovation. 8. Factors related to Risks and Uncertainties in Innovation.		
Evaluation Criteria The evaluation will be carried out based on the weighting of the following items: 1) Quality of the presentations, taking into account the clarity, objectivity and comprehension of the text (2 points); 2) Quality of abstracts (2 to 3 questions) related to each class (2 points); 3) Presence and participation of students in debates and case studies (1 point); 4) Interdisciplinary Work: Article delivered at the end of the course (5 points).		



BASIC BIBLIOGRAPHY

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COMPLEMENTARY BIBLIOGRAPHY

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