

Weekly Program

To know the deadlines for the different activities visit the **Activities section** (in the main menu). Remember that the sum of the punctuations of all activities is 10. You can do all you prefer to until a maximum of 10 points which is the maximum grade you can obtain in the continuous evaluation.

	Units	Activities (10.0 Points)
Week 1	Unit 1. Management of innovation and innovative thinking 1.1. Presentation 1.2. Introduction, definition, concepts and drivers of innovation 1.3. Disruptive innovation and sustainable development 1.4. Innovation and entrepreneurship 1.5. Innovation through R&D departments 1.6. Adoption of innovative ideas by society 1.7. Innovation as a business strategy 1.8. Innovation through organizational routines 1.9. Innovation through network collaboration 1.10. Open innovation 1.11. Bibliographical References 1.12. Master class	Participation in the "Ask the teacher" forum (1.0 Points) Test - Unit 1 (0.25 Points)
Week 2	Unit 2. Innovation Methodology 2.1. Presentation 2.2. Sources for innovative opportunities 2.3. Innovation patterns that generate ideas 2.4. The architecture of innovation and creation theory 2.5. Bibliographical References 2.6. Master class	Sita Murt (2.5 Points) Test - Unit 2 (0.25 Points)
Week 3	Practical case: Sita Murt	
Week 4	Unit 3. R-D-i and Product Portfolio 3.1. Presentation 3.2. Product life-cycle 3.3. Link between product life-cycle and innovation 3.4. Not invented here syndrome 3.5. Bibliographical References	Test - Unit 3 (0.25 Points)
Week 5	Unit 4. The Impact of Innovation 4.1. Presentation 4.2. Impact on people 4.3. Impact on products, services and technologies 4.4. Impact on processes 4.5. Challenges when organizations face innovation 4.6. Bibliographical References	Alcatel-Lucent: Marketing the Cell Phone as a Mobile Wallet (2.5 Points) Test - Unit 4 (0.25 Points)
Week 6	Practical case: Alcatel-Lucent: Marketing the Cell Phone as a Mobile Wallet	

	Units	Activities (10.0 Points)
Week 7	Unit 5. Benefits of Technology Management 5.1. Presentation 5.2. Intellectual property 5.3. Patents in the business strategy 5.4. Technological standards 5.5. Bibliographical References 5.6. Master class	Test - Unit 5 (0.25 Points)
Week 8	Unit 6. Policies and strategies of innovation 6.1. Presentation 6.2. Innovation strategies of successful organizations 6.3. Importance of technological forecasting 6.4. Three governance models 6.5. National and regional innovation systems 6.6. Bibliographical References 6.7. Master class	Samsung's European Innovation Team: Fueling consumer-driven growth (2.5 Points) Test - Unit 6 (0.25 Points)
Week 9	Practical case: Samsung's European Innovation Team: Fueling consumer-driven growth	
Week 10	Review week	
Week 11	Exams week	