

# Weekly Program

In the weekly program we show you a **work distribution for the subject contents through the weeks of the module.**

	Units	Activities (10 points)
Week 1	<b>Unit 1. Management of innovation and innovative thinking</b> 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 forum during the whole course (1 point) Test Unit 1 (0,25 points)
Week 2	<b>Unit 2. Innovation methodology</b> 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	Case: Sita Murt (2,5 points) Test Unit 2 (0,25 points)
Week 3	<b>Practical case: Sita Murt</b>	
Week 4	<b>Unit 3. R-D-I and product portfolio</b> 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 3.6. Masterclass	Test Unit 3 (0,25 points)
Week 5	<b>Unit 4. The impact of innovation</b> 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 4.7. Master class	Case: Alcatel-Lucent: Marketing the Cell Phone as a Mobile Wallet (2,5 points) Test Unit 4 (0,25 points)
Week 6	<b>Practical case: Alcatel-Lucent: Marketing the Cell Phone as a Mobile Wallet</b>	
Week 7	<b>Unit 5. Benefits of technology management</b> 5.1. Presentation 5.2. Intellectual property 5.3. Patents in the business strategy 5.4. Technological standards	Test Unit 5 (0,25 points)

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	5.5. Bibliographical References 5.6. Master class	
Week 8	<b>Unit 6. Policies and strategies of innovation</b> 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	Case: Samsung's European Innovation Team: Fueling consumer-driven growth (2,5 points) Test Unit 6 (0,25 points)
Week 9	<b>Practical case: Samsung's European Innovation Team: Fueling consumer-driven growth</b>	
Week 10	<b>Review week</b>	
Week 11	<b>Exams Week</b>	