

Weekly Course Calendar

This calendar shows the division of the workload for the subject on a weekly basis for the whole quarter.

Week	Learning pathway	We will learn to	Units	Synchronous lessons	Case studies	Personal development plan	Test
Week 1	MODULE 1. Basics of innovative management strategy	Know the difference between disruptive innovation and incremental innovation.	Unit 1. Strategic technological analysis of innovation	Introduction to the subject 45 min. Lesson unit 1	Sprint 1.1 Disruptive technologies	Huella UNIR Finish the Open your mind module of the training course and do the final test. (2.35 points)	
Week 2		Know how to analyze innovation styles as per the Oslo model. Know what types of innovation can be implemented in an organization to achieve strategic goals.		Lesson unit 1 (continued)	Sprint 1.2 Digital culture		Test for unit 1 (0.1 points)
Week 3			Unit 2. Building a business model	Lesson unit 2	Sprint 1.3 <i>Industria 4.0</i>		
Week 4		Understand how to measure the value of innovation through maturity models. Understand how to assess a company's innovation results. Measure a company's innovation culture.		Lesson unit 2 (continued)	Sprint 1.4 Technologies to enable new business models. Case Study 1 Individual reading and assignment.		Test for unit 2 (0.1 points)
Week 5				Lesson Introduction to Case 1	Case Study 1 Group Discussion (0.5 points)		

Week 6		Know the difference between open and closed innovation. Build an innovation Roadmap.	Unit 3. Carrying out an innovation strategy	Lesson unit 3	Case Study 1 Team activity		Test for unit 3 (0.1 points)
Week 7				Lesson Solution to Case 1	Case Study 1 Presenting conclusions (3.85 points)		
Week 8				Lesson unit 4 Revision lesson	Sprint 2.1 Strategic situation Case Study 2 Individual reading and assignment.		Test for unit 4 (0.1 points)
Week 9	MODULE 2: Innovation management	Know the difference between the application of innovation strategies: AGILE, Design Thinking and Lean Startup. Identify whether a company is in a blue ocean or a red ocean. Identify disruptive ideas that may generate new digital business models that allow the shift from a red ocean into a blue ocean.	Unit 4. Innovation and tech entrepreneurship.	Lesson Introduction to Case 2	Sprint 2.2 Design thinking: discovery phases and interpretation Case Study 2 Group discussion (0.5 points)		
Week 10		Know the difference between the possible forms of protecting innovation.	Unit 5. Legal framework and innovation financing	Lesson unit 5	Sprint 2.3 Design thinking: ideation and conceptualization phase		Test for unit 5 (0.1 points)

		Analyze potential supporting infrastructure and financing mechanisms to make innovation feasible.			Case Study 2 Team activity		
Week 11				Lesson Solution to Case 2	Sprint 2.4 Convergence of ideas into value propositions. Case Study 2 Presenting conclusions (2.85 points) Case Study 3 Individual reading and assignment.		
Week 12				Lesson Introduction to Case 3	Case Study 3 Group Discussion (0.5 points)		
Week 13		Unit 6. Corporate Social Responsibility and innovation		Lesson unit 6	Case Study 3 Team activity		Test for unit 6 (0.1 points)
Week 14				Lesson Solution to Case 3	Case Study 3 Presenting conclusions (3.85 points)		
Week 15		Exam presentation session		Exam presentation lesson			
Week 16	Exams week						

NOTE

This Course Calendar is subject to change should the professor deem it best for the subject.