

Weekly Program

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

	UNIT	ACTIVITIES (14,4 points)	EVENTS (0,6 points)
Week 1	<p>Unit 1. Strategic-Technological Analysis of Innovation</p> <p>1.1. Introduction and Objectives</p> <p>1.2. Innovation, Technology and Competitive Disruption. Incremental versus Disruptive Innovation</p> <p>1.3. Essential Theoretical Frameworks for Innovation Analysis: Value Chain, Porter's Five Forces</p> <p>1.4. The Competitive Paradigm Model</p>		
Week 2	<p>Unit 1. Strategic-Technological Analysis of Innovation (continuation)</p> <p>1.5. Business Life Cycle Analysis</p> <p>1.6. Technology Analysis Models. The Gartner Hype Cycle Model</p> <p>1.7. Technological Convergence and its Implication in Innovation (Exponential Technologies, Exponential Organizations)</p>		<p>Test Unit 1 (0,1 points)</p>
Week 3	<p>Unit 2. Construction of Business Models</p> <p>2.1. Introduction and Objectives</p> <p>2.2. Standardization and Scalability of Business Models</p> <p>2.3. Competitive Variables of the Business Model</p>		

	UNIT	ACTIVITIES (14,4 points)	EVENTS (0,6 points)
Week 4	Unit 2. Construction of Business Models (continuation) 2.4. Strategic-Quantitative Analysis of Innovation: Profit and Loss Statement 2.5. Maturity Models, Measuring the Value of Innovation	Case 1 Reading and individual work (4,5 points)	Test Unit 2 (0,1 points)
Week 5		Case 1 On-site virtual classes: Presentation of case + Group discussion (0,5 points)	
Week 6	Unit 3. Execution of the Innovation Strategy 3.1. Introducción y objetivos 3.2. Innovation Roadmap 3.3. The Ambidextrous Organization 3.4. Open Innovation. Innovation Ecosystems 3.5. Innovation Laboratories	Case 1 Team work	Test Unit 3 (0,1 points)
Week 7		Case 1 On-site virtual classes: Presentation of conclusions	
Week 8	Unit 4. Innovation and technological entrepreneurship 4.1. Introduction and objectives 4.2. Intrapreneurship. Blue Ocean Strategy 4.3. More agile organizations: Lean Startup, Design Thinking and Agile methodology 4.4. New digital business models: platforms	Case 2 Reading and individual work (4,5 points)	
Week 9		Case 2 On-site virtual classes: Presentation of case + Group discussion (0,5 points)	

	UNIT	ACTIVITIES (14,4 points)	EVENTS (0,6 points)
Week 10	Unit 4. Innovation and technological entrepreneurship (continuation) 4.4. New digital business models: platforms	Case 2 Team work	Test Unit 4 (0,1 points)
Week 11		Case 2 On-site virtual classes: Presentation of conclusions Case 3 Reading and individual work (3,9 points)	
Week 12		Case 3 On-site virtual classes: Presentation of case + Group discussion (0,5 points)	
Week 13	Unit 5. Legal framework and financing innovation 5.1. Introduction and objectives 5.2. Legal framework for innovation 5.3. Ways to protect innovation 5.4. Innovation support infrastructures	Case 3 Team work	Test Unit 5 (0,1 points)
Week 14		Case 3 On-site virtual classes: Presentation of conclusions	
Week 15	Unit 6. Corporate social responsibility, shared value and innovation 6.1. Introduction and objectives 6.2. Corporate social responsibility and socially responsible business 6.3. Shared value as a new competitive strategy		Test Unit 6 (0,1 points)

UNIT	ACTIVITIES (14,4 points)	EVENTS (0,6 points)
Week 16	Exams Week	