



PERSONA CIÈNCIA EMPRESA  
Universitat Ramon Llull

## INNOVATION AND TECHNOLOGY MANAGEMENT

**Credits: 6 ECTS**

**Course: THIRTH YEAR**

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### **GOALS**

#### **Specific Goals:**

Acquiring the knowledge and developing the skills to manage innovation as a systematic process for the transformation of Ideas into Value.

#### **Specific Objectives:**

1. Learn how to identify Market Opportunities.
2. Develop the competences to tackle technological and industrial challenges in a creative way.
3. Learn how to formulate a compelling Value Proposition.
4. Learn how to develop prototypes, and how to validate them.
5. Learn how to formulate a Business Model for an Innovation Project.
6. Develop a strategic vision and a goal-oriented mindset around innovation: students will experience the innovation process as a part of the overall business strategy.

#### **Transversal Competences:**

1. Oral and written communication: the student should be able to communicate efficiently in an organized way, considering the amount and relevance of the content and developing the skills in oral expression (voice, posture, audience engagement) and written communication (objective, structure, conclusions, sources, style...)
2. Creativity and Innovation: the student should be able to introduce new approaches, search new ways to solve a challenge, and be open to new ideas

3. Industrial and Technological preparation: The student should be able to understand and work in technological and industrial environments.

### **PROGRAM**

1. Introduction: what is Innovation? A historical perspective.
2. Myths and barriers.
3. Understanding our own business:
  - a. Analysis of external factors.
  - b. Internal analysis.
  - c. Business Models.
4. How to identify consumers (B2C) and customer (B2B) needs?
5. Generating solutions: creative techniques.
6. Open innovation.
7. Developing a compelling Value Proposition.
8. Prototypes and Validation.
9. Industrial and Intellectual property.
10. Execution: Stage Gate.
11. Financing Innovation and measuring the Return on Innovation (ROI<sub>n</sub>).
12. The Lean Start up.
13. The role of Company and Corporate Culture in Innovation. Innovation teams and HHRR.

### **TRAINING ACTIVITIES:**

Training activities for this subject are:

<b>TRAINING ACTIVITIES</b>	<b>Percentage</b>
A. Sessions to present concepts and procedures.	25%
B. Practical sessions (Exercises, Case Study discussion).	20%
C. Work development.	25%
D. Seminars and tutorials.	5%
E. Personal dedication.	20%
F. Evaluation sessions.	5%

## **EVALUATION:**

<b>EVALUATION SYSTEM</b>	<b>Percentage</b>
1. Continuous Assessment <sup>(1)</sup>	30%
2. Activities in class <sup>(2)</sup>	30%
3. Work and presentations.	0%
4. Projects <sup>(3)</sup>	40%
5. Final Exam <sup>(4)</sup>	0%

- (1) Two mid-term quizzes to evaluate progress. A minimum of 4.0 in both mid-term exams is required in order to do the average with the activities in class and the team project. See note (4) for additional clarification
- (2) Four practical cases to be developed within teams.
- (3) One team project to be presented (in written + oral presentation) at the end of the course.
- (4) There is no final exam as such. Students that fail (score < 4.0) or miss one of the two mid-term quizzes are entitled to an extra evaluation at the designated date of the final exam. Students who fail through the continuous evaluation system will be assessed in a single written extraordinary exam.

A minimum of 75 % of assistance is necessary to pass through continuous evaluation.

### **Evaluation of Transversal Competences:**

1. Oral and written communication: will be assessed from the presentation in class of deliverable exercises, and from the final presentation of the Innovation Project at the end of the course.
2. Creativity and Innovation: students will complete class exercises on the creative solution of technological challenges, that will be incorporated into their final Project.
3. Industrial and Technological preparation: will be evaluated from the outcomes of the Innovation Project on a new product or service.

## **BIBLIOGRAPHY**

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- Peters, T (1999) The Circle of Innovation. Vintage Books.
- Ferràs, X. (2010) Innovación 6.0. Plataforma Editorial.
- Kuczmarski, T., Middlebrooks, A., Swaddling, J. (2001) Innovating the Corporation. Creating Value for Customers and Shareholders. NTC Business Books.
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