

Course Unit	International Innovation Management	Field of study	Management
Bachelor in	International Business Management	School	School of Technology and Management
Academic Year	2023/2024	Year of study	3
Type	Semestral	Semester	1
Level	1-3	ECTS credits	6.0
Code	8487-711-3104-00-23		
Workload (hours)	162	Contact hours	T - , TP 50, PL - , TC - , S - , E - , OT 10, O -

T - Lectures; TP - Lectures and problem-solving; PL - Problem-solving, project or laboratory; TC - Fieldwork; S - Seminar; E - Placement; OT - Tutorial; O - Other

Name(s) of lecturer(s) Luís Carlos Magalhães Pires

### Learning outcomes and competences

At the end of the course unit the learner is expected to be able to:

1. Understand the essence of innovation and its role in the promotion of companies' competitiveness
2. Distinguish the stages in the innovation process and its special characteristics
3. Understand the principles of decision making in an innovation process
4. Link the research and practice of innovation management
5. Apply an inter-disciplinary, multi-functional problem-oriented approach
6. Understand how to integrate management of technological, organizational and market innovation
7. Understand processes in the national and international (particularly European) innovation systems

### Prerequisites

Before the course unit the learner is expected to be able to:  
Not applicable

### Course contents

Theoretical aspects of innovation. The role of innovation. National Innovation Systems (NIS). Innovation processes. Decision-making in an innovation process. European Union framework programs for innovation.

### Course contents (extended version)

1. Theoretical aspects of innovation
  - Why innovation matters
  - What is innovation
  - Types of innovation
  - Sources of innovation
  - Managing innovation
2. The role of innovation
  - Innovation and entrepreneurship
  - Building an innovative organization
  - Benefits of innovation
3. National Innovation Systems (NIS)
  - What is a NIS, its functions and elements
  - Examples of some NIS
4. Innovation processes
  - A contingency model of the innovation process
  - Evolving models of the innovation process
  - Learning to manage innovation
  - Measuring innovation success
5. Decision-making in an innovation process
  - Strategies for innovation
  - Technology and firm-specific competencies
  - Globalization of innovation
  - Decision-making and uncertainty
  - Risk management in innovation
  - Forecasting and risk assessment
6. European Union framework Programs for Innovation
  - The EU research and innovation - HorizonEU 2021-2027
  - European Bodies involved in research and innovation

### Recommended reading

1. Brem, A. , & Viardot, E. (2013). Evolution of Innovation Management: Trends in an International Context. Palgrave Macmillan.
2. European Commission. (2021). CORDIS – Community Research and Development Information Service. [http://cordis.europa.eu/home\\_en.html](http://cordis.europa.eu/home_en.html)
3. Hisrich, R. D. , & Kearney, C. (2013). Managing Innovation and Entrepreneurship. SAGE Publications, Inc.
4. Mazzarol, T. , & Reboud, S. (2011). Strategic Innovation in Small Firms. Edward Elgar Pub.
5. Tidd, J. , & Bessant, J. (2020). Managing Innovation – Integrating Technological, Market and Organizational Change (7th ed. ). Wiley.

### Teaching and learning methods

Theoretical exposition and discussion of concepts. Presentation, discussion and solution of case studies in order to promote the understanding of the concepts studied. Incentive to individual and group work in non-contact hours.

### Assessment methods

1. Alternative 1 - (Regular, Student Worker) (Final)
  - Intermediate Written Test - 40% (Mandatory, for regular students, in the normal period of exams. Optional for a student worker.)
  - Practical Work - 20% (Mandatory, for regular students, in the normal period of exams. Optional for a student worker.)
  - Projects - 40% (Mandatory, for regular students, in the normal period of exams. Optional for a student worker.)
2. Alternative 2 - (Regular) (Supplementary, Special)
  - Final Written Exam - 100%
3. Alternative 3 - (Student Worker) (Final, Supplementary, Special)

**Assessment methods**

- Final Written Exam - 100%

**Language of instruction**

English

**Electronic validation**

Luis Carlos Magalhães Pires	Joaquim Agostinho Mendes Leite	Nuno Filipe Lopes Moutinho	José Carlos Rufino Amaro
11-10-2023	11-10-2023	11-10-2023	20-10-2023