



## IDENTIFYING DATA

### Innovation and society

Subject	Innovation and society			
Code	V03M177V01212			
Study programme	Máster Universitario en Economía			
Descriptors	ECTS Credits	Choose	Year	Quadmester
	3	Optional	1st	2nd
Teaching language	Spanish			
Department				
Coordinator	Vázquez Vicente, Xosé Henrique Fernandez-Jardón Fernandez, Carlos Maria			
Lecturers	Fernandez-Jardón Fernandez, Carlos Maria Vázquez Vicente, Xosé Henrique			
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Web				
General description				

## Training and Learning Results

Code	
A1	Possess and comprise knowledges that aporten a base or opportunity to be original in the development and/or aplicación of ideas, often in a context of investigación
A3	That the students are able to integrate knowledges and enfrentarse to the complexity to formulate trials from an información that, being incomplete or limited, include reflections on the social responsibilities and éticas vinculadas to the aplicación of his knowledges and trials.
B3	Capacity to realize an análisis crítico, evaluación and síntesis of new and complex ideas
B7	Capacity to present and defend with rigour, clarity and precisión new ideas so much in the usual surroundings of work and in meetings científicas national or international
C5	Capacity to defend arguments económicos with clarity and precisión so much in the usual surroundings of work, as in meetings científicas national and international
C6	Consider a project of research in economy with sufficient precision and rigor
C7	Identify the elements that enter ineficiencias in the asignación of resources by part of agents, institutions and systems económicos
C8	Analyze and propose changes to the design of organizations and systems of incentives to improve the operation of the same
C12	Analyse the advantages and the inconvenientes of the regulación and of the políticas económicas and propose alternative
D1	Capacity to comprise the meaning and aplicación of the perspective of género in the distinct ámbitos of knowledge and in the práctica profesional with the aim to achieve a society más fair and igualitaria
D4	Capacity for interaccionar and defend with rigour, clarity and precisión in front of another specialist, works, proposals, new ideas, etc.
D5	Comunicación Oral and written
D8	Ability to work in an international context
D9	Destrezas To research
D10	Capacity of análisis and síntesis

## Expected results from this subject

Expected results from this subject	Training and Learning Results
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To get acquainted with the Knowledge Economy, understand its challenges for companies and public organizations, and anticipate its effects on the way people produce and consume.	A1 B3 C5 C7 C12 D4 D8 D10
To analyse the main strengths that move the ecosystem of innovation and generate innovation plans for private and public organizations.	A3 B7 C6 C8 D1 D5 D9
To socialize into values such as discipline and the necessary creative capacity to anticipate social changes and distinguish new projects of innovation in products, processes and business models.	A3 B7 C8 D10

## Contents

Topic	
Subject 1.- Technology, innovation and knowledge	From an industrial economy to the knowledge economy. High tech. vs. innovation intensity. Economic and social challenges for the organization of the convivencia.
Subject 2.- Systems of innovation	National and Regional Systems of Innovation. Technological paths. Diagnostic of the System of Innovation. Evolutionary patterns.
Subject 3.- Business strategy	Ambidextrism as a goal. Strategy design. Generation of a projects portfolio. Protection of technology.
Subject 4.- Generation of innovation capacities	Organizational structures to stimulate change and innovation. Control systems and incentives: compulsory effort vs. voluntary effort.

## Planning

	Class hours	Hours outside the classroom	Total hours
Lecturing	9	18	27
Problem solving	1	20	21
Laboratory practical	5	20	25
Objective questions exam	1	1	2

\*The information in the planning table is for guidance only and does not take into account the heterogeneity of the students.

## Methodologies

	Description
Lecturing	Oral presentations, supported by audiovisual means, that include theoretical concepts and practical examples
Problem solving	Cada alumno debe realizar bajo tutela un trabajo aplicando las técnicas que se les enseñó durante el curso Each student must carry out their own essays based on the professors' teachings.
Laboratory practical	The students will be acquainted with empirical applications. They will have the support of the professors.

## Personalized assistance

Methodologies	Description
Laboratory practical	
Problem solving	

## Assessment

	Description	Qualification	Training and Learning Results
Problem solving	They will evaluate the deliveries of the tasks	70	

Objective questions exam It tests type test or short questions

30

A1  
A3

B3  
B7

C5  
C6  
C7  
C8  
C12

D1  
D4  
D5  
D8  
D9  
D10

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### Other comments on the Evaluation

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### Sources of information

#### Basic Bibliography

Birkinshaw, J., Hamel, G. & Mol, M.J., **Management innovation**, 2008

#### Complementary Bibliography

Cosh, A., Fu, X. & Hughes, A., **Organisation structure and innovation performance in different environments**, 2012

Herzberg F., **One more time: how do you motivate employees**, 1987

Teece, D., **Business Models, Business Strategy and Innovation**, 2010

Zi-Lin He; Poh-Kam Wong, **Exploration vs. Exploitation: An Empirical Test of the Ambidexterity Hypothesis (tema 4)**, 2004

Arocena, P., Villanueva, M., Arévalo, R. & Xosé H. Vázquez, **Why are firms challenging conventional wisdom on moral hazard? Revisiting the fair wage--effort hypothesis**, 2011

Asheim, B. T., & Coenen, L., **Knowledge bases and regional innovation systems: Comparing Nordic clusters**, 2005

Cappellin, R., **The territorial dimension of the knowledge economy: Collective learning, spatial changes, and regional and urban policies**, 2007

Cooke, P., Gomez Uranga, M., & Etxebarria, G., **Regional innovation systems: Institutional and organisational dimensions.**, 1997

Fagerberg, J., & Srholec, M., **National innovation systems, capabilities and economic development.**, 2008

Hekkert, M., Negro, S., Heimeriks, G., & Harmsen, R., **Technological Innovation System Analysis A manual for analysts (No. Novembre 2011).**, 2011

Lau, A. K. W., & Lo, W., **Regional innovation system, absorptive capacity and innovation performance: An empirical study.**, 2015

Lundvall, B., Johnson, B.,, **The learning economy.**, 1994

Nonaka, I., Byosiére, P., Borucki, C.C., Konno, N.,, **Organizational knowledge creation theory: A first comprehensive test.**, 1994

Peters, M.A., **Three forms of the knowledge economy: Learning, creativity and openness**, 2010

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### Recommendations

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### Other comments

In order to harness classroom sessions, students should read the recommended articles previously.

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