



PRESENTACIÓN

Breve descripción:

During the 1st semester the students have studied innovation, different models, the innovation process and various tools on entrepreneurship and intrapreneurship. This subject tries to confront the systemic model learned in the previous semester with what different companies do.

- **Titulación:** ADE + Innovation & entrepreneurship
- **Módulo/Materia:** 7.2 Optativas específicas
- **ECTS:** 2
- **Curso, semestre:** 2º, 2º semester
- **Carácter:** Optativa de perfil
- **Profesorado:** Xavier Oliver
- **Idioma:** Inglés
- **Aula, Horario:**

RESULTADOS DE APRENDIZAJE (Competencias)

CEOP12. Conocer y aplicar conceptos y teorías del área de la innovación, en sus diferentes aspectos (innovación social, de producto, radical, modular, disruptiva..) // Understand and apply concepts and theories of innovation, including social, product, radical, modular, disruptive...

CEOP13. Conocer y aplicar conceptos y teorías avanzados del área de la estrategia // Understand and apply advanced strategy concepts and theories

CEOP14. Conocer los fundamentos económicos de la innovación en el área de la empresa // Understand the economic fundamentals of innovation in companies

CEOP15. Conocer y aplicar los conceptos y teorías de entrepreneurship e intrapreneurship // Understand and apply concepts and theories of entrepreneurship and intrapreneurship

PROGRAMA

The program includes:

- Explanation of the subject and the companies to visit
- Preparation of the visits
- Visits to the companies
- Wrap up about the lessons learned

ACTIVIDADES FORMATIVAS

- Presential activities (35h): Visit to the companies and subsequent discussion
- Personal activities (15h): Preparation of visits and learning notebook

EVALUACIÓN

CONVOCATORIA ORDINARIA

- Visits preparation and wrap up discussion: 30%



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- Assignment on innovation: 70%

CONVOCATORIA EXTRAORDINARIA

- Work done during the semester 30%
- Assignment on innovation 70%

HORARIOS DE ATENCIÓN

Xavier Oliver: xoliver@external.unav.es

- Despacho..... Edificio. Planta
- Horario de tutoría: Before or after class to be agreed after sending an email

BIBLIOGRAFÍA