

<p><b>Name of the SUBJECT</b></p> <p><b>3.4. PRODUCT, SERVICE AND PROCESS INNOVATION</b></p>	<p><b>ECTS Credits</b></p> <p><b>8 ECTS (200 hours), COMPULSORY</b></p>
<p><b>Duration, format and temporal location within the study plan.</b></p> <p>This subject will be taught throughout the third year of the degree.</p>	
<p><b>Requirements</b></p> <p>None</p>	
<p><b>Language</b></p> <p>English</p>	
<p><b>Basic Competences</b></p> <p><b>BC1.</b> Students demonstrate possession and understanding of knowledge in an area of study that builds on the foundation of general secondary education, and is usually at a level that, while relying on advanced textbooks, also includes some aspects that involve knowledge from the cutting edge of their field of study.</p> <p><b>BC2.</b> Students know how to apply their knowledge to their work or vocation in a professional manner and possess the skills that are usually demonstrated through the development and defense of arguments and problem solving within their area of study.</p> <p><b>Transversal Competences</b></p> <p><b>TC02 - CREATIVE AND TRANSFORMATIONAL</b> - Develop various ideas and opportunities to create value, including better solutions to existing and new challenges. Explore and experiment with innovative approaches. Combine knowledge and resources to achieve valuable effects. Initiate value-creating processes, accept challenges and act and work independently to achieve objectives, stick to intentions and carry out planned tasks.</p> <p><b>TC03 - CRITICAL AND ANALYTICAL</b> - Ability to identify, analyse and evaluate situations, ideas and information in order to formulate answers to problems, using logic and reasoning to identify the strengths and weaknesses of possible solutions or approaches.</p> <p><b>TC07 - CONSCIOUS AND COMMITTED</b> - To be able to self-regulate and have a realistic self-concept and a balanced self-esteem, i.e., people who are know themselves and their abilities. Have a broad vision of the professions and what can be done and have the ability to express where they want to go. They will not arrive at closed and fixed structures, but will have as a value the knowledge of oneself, from where they will improve and become increasingly free and independent.</p>	

**General / Personal Competences:**

GC1 Is able to identify his/her strengths and weaknesses when relating to others and engage with his/her environment

CG2 Analyze in a logical way and from different perspectives and disciplines, the complex challenges they have to face, proposing creative solutions.

CG6 Generates and applies imaginative solutions outside of established frameworks to develop new ideas and responses to transform their environment

**Specific / Professional Competences:**

SC2 Knows and applies the tools, processes and methodologies for the organization, management and direction of the commercial and marketing function.

SC 9: Communicates effectively, responsibly and appropriately in the various communicative situations that occur in their professional field, taking into account the knowledge and use of the tools at their disposal and ensuring multilingualism.

SC11 Knows and applies the tools, processes and methodologies for the organization and management of operations, oriented to the optimization and exploitation of opportunities.

**Learning Outcomes**

LO1\_3 Likes to take the lead in his/her personal/professional development and undertake ambitious actions aimed at a better quality of life for him/herself and others.

LO 2\_3 Inferences creative and transformative solutions from critical reflection. RA6\_2 Master (the) tools to develop creative alternatives.

LO 9\_3 Is able to apply tools, processes and methodologies for the organization, management and direction of the commercial and marketing function.

LO 16\_3 To be able to communicate effectively using tools, strategies and languages.

LO 18\_4 Is able to propose, design and apply tools, processes and methodologies for the organization and management of operations.

**Brief summary of contents**

**Innovation Management**

1. System thinking
2. What is innovation?
3. Blue Ocean Strategy
4. Strategic Search & Insights
5. User Experience: search & insights
6. Product/Service ideation
7. Product/service concept definition

8. Prototype: Minimum Viable Product and Test
9. Final Product & Financial Assessment
10. Profitability & Viability Assessment

### **Support Tools**

Blue Ocean Methodology  
Design Thinking Methodology  
Lean Startup Methodology  
Ad hoc material generated for each session  
Audiovisual content

### **Training activities**

- A fictional company's challenge: development & presentation (Teamwork)
- External experts' conferences' related reflections (Individual)
- Reading & Reflection (Individual)
- Exam-Test (individual)

### **Evaluation system**

All subjects will be evaluated through the continuous assessment system through which constant information is provided to both teachers and students of the learning process throughout the academic period. As an indication, the criteria that will govern the evaluation system of the degree are as follows:

- Those training activities oriented to the acquisition of knowledge and in which individual study predominates may be evaluated with oral and/or written tests that will correspond to a maximum of 40% of the final grade.
- On the other hand, those training actions aimed at the acquisition of the practical skills of the subjects will be evaluated through the completion of different activities (work, cases, solving challenges, etc.) corresponding, as a whole, at least 60% of the final grade.

## **Bibliography**

### **Innovation Management**

Chesbrough, H. (2003). Open innovation : the new imperative for creating and profiting from technology. Harvard Business School Press.

Osterwalder, A. Pigneur, Y., Etienne, F., & Smith, A. (2020). The invincible Company. Wiley Editors.

Hamel, G. (2006). 'The why, what and how of management innovation'. Harvard Business Review, 84, 72-84.

### **Support Tools**

Brown, T. (2009). Change by Design: How Design Thinking Transforms Organizations and Inspires Innovation. Harper Collins Publishers.

Kim, W.C., & Mauborgne, R. ( 2005). Blue Ocean Strategy: How to Create Uncontested Market Space and Make the Competition Irrelevant. Harvard Business School Press, Boston

Ries, E. (2011). The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses. YCS Publishers.

