

Course Syllabi

1. INDU-00011 INNOVATION MANAGEMENT I2

2. 144 credits hours.

3. Bibliography

- El método Lean Startup. - Cómo crear empresas de éxito utilizando la innovación continua,, Ries E., 2012
- The Oxford Handbook of Innovation Management, Dodgson , 2014

4. Specific Course Information

- a. The Innovation Management course is part of Route 2 of Services Management; it allows students to know the innovation process, the different types and strategies of intervention in organizations that provide services. In addition, the course aims to describe the relationship between creativity and innovation within the framework of the development of innovative and sustainable services. On the other hand, it analyzes the methods and techniques to develop skills with the market and the methods to develop It is based on the ISO 56001 standard of innovation management systems. This subject contributes to the career exit profile in the capacity that the professional: RAbet2. Design: Applies engineering design to produce solutions that meet specific needs taking into account public health, safety and well-being, as well as global, cultural, social, environmental and economic factors. / • Designs and implements management models orie RAbet6. Experimentation: Develops and conducts appropriate experimentation, analyzes and interprets the data and uses engineering criteria to obtain conclusions. / • Recommends the best procedure for optimising a production system. RAbet7. Self-learning: Acquires and applies new knowledge as required, using appropriate learning strategies. / • Identifies the development problem where an intervention project will be posed ion.
- b. Prerequisites:
- MAES-00086 EXPERIMENTAL DESIGN
 - EDCA-00232 STRATEGIC INFORMATION SYSTEMS
 - INDU-00016 LEAN SERVICES AND SIX SIGMA I (I2)
 - PPFS-00066 PROFESSIONAL PRACTICUM IV
 - TTIT-00051 CAPSTONE DESIGN II

5. Learning Objectives of the Course

- a. Analyze the process of Innovation Management as a tool for the design and management of service organizations; in addition to interpreting the data with engineering criteria using appropriate learning tools.
- Analyze basic terms and definitions in the field of innovation management.
 - Identify the processes, necessary tools for the management of technological change.
 - Analyze the mechanisms used within the environment of Service Innovation.
 - Apply herramient Innovation management in real areas of business.
- b. Learning Outcomes
- Analyze different scenarios of business life and articulate them with innovation.
 - Identify innovation strategies in services.
 - Analyze techniques to develop innovation skills with the market.
 - Describe the relationship between creativity and innovation within the framework of the development of innovative products.

6. Course Topics

- Introduction and innovation perspectives
- The innovation process as a management
- Technological change
- Innovation of services
- Strategy and innovation