



**UNIVERSIDAD DE CASTILLA - LA MANCHA**  
**GUÍA DOCENTE**

**1. General information**

Course: INNOVATION AND KNOWLEDGE MANAGEMENT STRATEGIES  
 Type: CORE COURSE  
 Degree: 2303 - MASTER DEGREE PROGRAMME IN BUSINESS STRATEGY AND MARKETING  
 Center:  
 Year: 1  
 Main language: Spanish  
 Use of additional languages:  
 Web site:

Code: 310071  
 ECTS credits: 6  
 Academic year: 2023-24  
 Group(s): 10 20 40 30 41  
 Duration: First semester  
 Second language: English  
 English Friendly: N  
 Bilingual: Y

Lecturer: MATEO MANUEL CORCOLES MUÑOZ - Group(s): 10				
Building/Office	Department	Phone number	Email	Office hours
ETSIIAB, Edificio D. Juan Manuel, despacho 0.B.2	ADMINISTRACIÓN DE EMPRESAS	926053522	MateoM.Corcoles@uclm.es	
Lecturer: VICENTE JOSE CORONEL GUTIÉRREZ - Group(s): 20				
Building/Office	Department	Phone number	Email	Office hours
	ANÁLISIS ECONÓMICO Y FINANZAS		VicenteJose.Coronel@uclm.es	
Lecturer: MARIO JAVIER DONATE MANZANARES - Group(s): 20 41				
Building/Office	Department	Phone number	Email	Office hours
Facultad de Derecho y Ciencias Sociales, módulo d, desp. 2	ADMINISTRACIÓN DE EMPRESAS	926295300; Ext. 6323	mariojavier.donate@uclm.es	
Lecturer: M <sup>a</sup> DIONISIA ELCHE HORTELANO - Group(s): 30 41				
Building/Office	Department	Phone number	Email	Office hours
Facultad de CC. Sociales	ADMINISTRACIÓN DE EMPRESAS	4240	dioni.elche@uclm.es	
Lecturer: PEDRO MANUEL GARCIA VILLAVERDE - Group(s): 10				
Building/Office	Department	Phone number	Email	Office hours
Edificio Jurídico-Empresarial 2.07	ADMINISTRACIÓN DE EMPRESAS	926053565	pedro.gvillaverde@uclm.es	
Lecturer: FATIMA GUADAMILLAS GOMEZ - Group(s): 40 41				
Building/Office	Department	Phone number	Email	Office hours
Facultad de CC Jurídicas y Sociales, despacho Organización de Empresas	ADMINISTRACIÓN DE EMPRESAS	926051508	fatima.guadamillas@uclm.es	
Lecturer: JUAN FERNANDO LALLANA MORENO - Group(s): 40				
Building/Office	Department	Phone number	Email	Office hours
	ADMINISTRACIÓN DE EMPRESAS		Fernando.Lallana@uclm.es	
Lecturer: JORGE LINUESA LANGREO - Group(s): 30				
Building/Office	Department	Phone number	Email	Office hours
Facultad de CC. Sociales/ Despacho 3.5	ADMINISTRACIÓN DE EMPRESAS	969179100 (Ext. 4239)	jorge.linuesa@uclm.es	
Lecturer: MARIA JOSE RUIZ ORTEGA - Group(s): 10				
Building/Office	Department	Phone number	Email	Office hours
Melchor de Macanaz 2.14	ADMINISTRACIÓN DE EMPRESAS	2326	mariajose.ruiz@uclm.es	
Lecturer: AMARILDO ZANE --- - Group(s): 40				
Building/Office	Department	Phone number	Email	Office hours
San Pedro Mártir/ 3.3.1.	ADMINISTRACIÓN DE EMPRESAS		Amarildo.Zane@uclm.es	

**2. Pre-Requisites**

It is advisable (but not mandatory) to have received lessons previously about Strategic Management.

**3. Justification in the curriculum, relation to other subjects and to the profession**

Innovation and knowledge management (KM) strategies relates to other subjects of the block "Advanced Strategic Management", such as strategies of human resources or corporate and international strategies.

This subject deals with technological, innovation and KM issues that are needed to formulate and implement strategies based on the launching of new products, processes and services. Other related and important aspects such as creativity, Research and Development programs or innovation management systems are analysed during the course.

**4. Degree competences achieved in this course**

Code	Description
E03	Ability to study the implications for the company's general management of acting in a global, intercultural and dynamic environment.
E08	Ability to study the process of knowledge management in the company, with special attention to strategies relating to the creation, transfer, application and protection of organisational knowledge.
E10	Ability to understand the implications of competition based on the dynamics of technology, with special attention to the innovation strategies of companies.
G01	Capacity for analysis and synthesis of specialized literature in order to interpret it from a critical perspective.
G02	Oral communication skills in Spanish and English for the presentation of projects, as well as the defense of reports, communications to congresses and scientific meetings.
G03	Written communication skills in Spanish and English for the writing of projects, as well as the defense of reports, communications to congresses and scientific meetings.
G04	Ability to use information and communication technologies (ICT) for information search purposes, with special emphasis on the use of databases, electronic journals and statistical applications.
G05	Ability to work as a team in groups, and to cooperate in the implementation of projects, working papers, communications and scientific articles.
G08	Ability for continuous, self-directed and autonomous learning at project level.
G09	Ability to develop an innovative and creative attitude applied to the solution of strategic and research problems

**5. Objectives or Learning Outcomes**

**Course learning outcomes**  
 Description  
 To understand the management of the company according to a strategic approach, deepening in the assumptions on which this general management model is based, such as the levels of the strategy, the

strategic objectives, strategy formulation and implementation, the internal and external factors of competitiveness and the adaptation of the company to its environment.

To adjust the structural and behavioral systems of the organization to the selected strategy.

#### Additional outcomes

To recognise the importance of innovation for the company's competitive advantage

To learn how to develop a innovation strategy in line with competitive and corporate strategies

To understand knowledge management (KM), its importance and the most popular KM tools and processes

To understand how to develop an organizational context for KM strategies implementation: the importance of human resource management, technology information systems, leadership, culture and structure.

### 6. Units / Contents

#### Unit 1: Introduction

#### Unit 2: The dynamics of innovation

#### Unit 3: Formulation of the strategy of innovation and knowledge management

#### Unit 4: Implementation of the strategy of innovation and knowledge management

### 7. Activities, Units/Modules and Methodology

Training Activity	Methodology	Related Competences (only degrees before RD 822/2021)	ECTS	Hours	As	Com	Description
Class Attendance (theory) [ON-SITE]	Lectures	G09	0.5	12.5	N	-	
Individual tutoring sessions [ON-SITE]		E08 E10 G02 G04	0.25	6.25	N	-	
Workshops or seminars [ON-SITE]	Case Studies	E08 E10 G01 G02 G05 G09	1	25	Y	Y	
Progress test [ON-SITE]	Assessment tests	E03 E08 E10 G01 G02 G03 G05	0.25	6.25	Y	Y	
Analysis of articles and reviews [OFF-SITE]	Reading and Analysis of Reviews and Articles	E03 G01 G08 G09	1	25	Y	Y	
Writing of reports or projects [OFF-SITE]	Case Studies	E03 E08 E10 G01 G02 G03 G05 G08 G09	2	50	Y	Y	
Study and Exam Preparation [OFF-SITE]	Assessment tests	E03 G01 G08 G09	1	25	Y	Y	
<b>Total:</b>			<b>6</b>	<b>150</b>			
<b>Total credits of in-class work: 2</b>							<b>Total class time hours: 50</b>
<b>Total credits of out of class work: 4</b>							<b>Total hours of out of class work: 100</b>

As: Assessable training activity

Com: Training activity of compulsory overcoming (It will be essential to overcome both continuous and non-continuous assessment).

### 8. Evaluation criteria and Grading System

Evaluation System	Continuous assessment	Non-continuous evaluation*	Description
Final test	35.00%	40.00%	A final test consisting of an exam or final project about the course subject.
Assessment of problem solving and/or case studies	30.00%	30.00%	Case/business studies to solve individually or in teams
Theoretical papers assessment	30.00%	30.00%	Summaries and analytic study of scientific papers
Assessment of active participation	5.00%	0.00%	Active participation in the classroom
<b>Total:</b>		<b>100.00%</b>	<b>100.00%</b>

According to art. 4 of the UCLM Student Evaluation Regulations, it must be provided to students who cannot regularly attend face-to-face training activities the passing of the subject, having the right (art. 12.2) to be globally graded, in 2 annual calls per subject, an ordinary and an extraordinary one (evaluating 100% of the competences).

#### Evaluation criteria for the final exam:

##### Continuous assessment:

The quality of cases resolution and summaries of scientific papers will be assessed, along with the participation and work of the student in the classroom. Additionally, a test based on a final project or exam will also be considered.

##### Non-continuous evaluation:

The student who can not follow continuous assessment will be evaluated of all the competencies associated with the different training activities of the subject by carrying out a final project along with activities such as case studies and theoretical paper's assessments.

#### Specifications for the resit/retake exam:

Same conditions than the final exam.

#### Specifications for the second resit / retake exam:

No specific request for the second resit are considered.

### 9. Assignments, course calendar and important dates

#### Not related to the syllabus/contents

Hours	hours
Individual tutoring sessions [PRESENCIAL]]	6.25
<b>Unit 1 (de 4): Introduction</b>	
<b>Activities</b>	
Class Attendance (theory) [PRESENCIAL][Lectures]	3
Workshops or seminars [PRESENCIAL][Case Studies]	6
Progress test [PRESENCIAL][Assessment tests]	1.5
Analysis of articles and reviews [AUTÓNOMA][Reading and Analysis of Reviews and Articles]	6
Writing of reports or projects [AUTÓNOMA][Case Studies]	12
Study and Exam Preparation [AUTÓNOMA][Assessment tests]	6
<b>Unit 2 (de 4): The dynamics of innovation</b>	
<b>Activities</b>	
Class Attendance (theory) [PRESENCIAL][Lectures]	3
Workshops or seminars [PRESENCIAL][Case Studies]	6
Progress test [PRESENCIAL][Assessment tests]	1.5
Analysis of articles and reviews [AUTÓNOMA][Reading and Analysis of Reviews and Articles]	6
Writing of reports or projects [AUTÓNOMA][Case Studies]	12
Study and Exam Preparation [AUTÓNOMA][Assessment tests]	6
<b>Unit 3 (de 4): Formulation of the strategy of innovation and knowledge management</b>	
<b>Activities</b>	
Class Attendance (theory) [PRESENCIAL][Lectures]	3
Workshops or seminars [PRESENCIAL][Case Studies]	6
Progress test [PRESENCIAL][Assessment tests]	1.5
Analysis of articles and reviews [AUTÓNOMA][Reading and Analysis of Reviews and Articles]	6
Writing of reports or projects [AUTÓNOMA][Case Studies]	12
Study and Exam Preparation [AUTÓNOMA][Assessment tests]	6
<b>Unit 4 (de 4): Implementation of the strategy of innovation and knowledge management</b>	
<b>Activities</b>	
Class Attendance (theory) [PRESENCIAL][Lectures]	3.5
Workshops or seminars [PRESENCIAL][Case Studies]	7

Progress test [PRESENCIAL][Assessment tests]	1.75
Analysis of articles and reviews [AUTÓNOMA][Reading and Analysis of Reviews and Articles]	7
Writing of reports or projects [AUTÓNOMA][Case Studies]	14
Study and Exam Preparation [AUTÓNOMA][Assessment tests]	7
<b>Global activity</b>	
<b>Activities</b>	<b>hours</b>
Workshops or seminars [PRESENCIAL][Case Studies]	25
Progress test [PRESENCIAL][Assessment tests]	6.25
Analysis of articles and reviews [AUTÓNOMA][Reading and Analysis of Reviews and Articles]	25
Writing of reports or projects [AUTÓNOMA][Case Studies]	50
Study and Exam Preparation [AUTÓNOMA][Assessment tests]	25
Individual tutoring sessions [PRESENCIAL][]	6.25
Class Attendance (theory) [PRESENCIAL][Lectures]	12.5
<b>Total horas: 150</b>	

10. Bibliography and Sources							
Author(s)	Title/Link	Publishing house	Citv	ISBN	Year	Description	
Escorsa, P. y Valls, J.	Tecnología e innovación en la empresa <a href="http://books.google.es/books?id=vFZsgeizTO8C&amp;pg=PA6&amp;lpg=PA7&amp;ots=H4JbBk3Y5l&amp;dq=innovaci%C3%B3n+radical+e+incremental&amp;lr=&amp;hl=es#v=onepage&amp;q=innovaci%C3%B3n%20radical%20e%20incremental&amp;f=false">http://books.google.es/books?id=vFZsgeizTO8C&amp;pg=PA6&amp;lpg=PA7&amp;ots=H4JbBk3Y5l&amp;dq=innovaci%C3%B3n+radical+e+incremental&amp;lr=&amp;hl=es#v=onepage&amp;q=innovaci%C3%B3n%20radical%20e%20incremental&amp;f=false</a>	UPC	Barcelona	84-8301-706-7	2003		
Mehdi Khosrow-Pour	Cases on Information Technology and Organizational Politics and Culture	IGI Publishing		1-59904-411-0	2006		
Meir Russ (Ed.)	Knowledge Management Strategies for Business Development	IGI Global: Business Science Reference		978-1-60566-348-7	2010		
Melissa Schilling	Strategic Management of Technological Innovation, Fourth edition	McGraw-Hill		978-007802933	2012		
Robert A. Burgelman; Modesto A. Maidique; Steven C. Wheelwright	Strategic Management of Technology and Innovation, Fifth edition	McGraw-Hill		978-0073381541	2008		
Dogson, M.; Gann, D. y Salter, A.	The Management of Technological Innovation, Strategy and Practice <a href="http://books.google.es/books?id=YuS7VfTa5_8C&amp;printsec=frontcover&amp;dq=innovation&amp;hl=es&amp;sa=X&amp;ei=A_N8U4n4PMvO0AWaoYCACA&amp;ved=0CGUQ6AEwBg#v=onepage&amp;q=innovation&amp;f=false">http://books.google.es/books?id=YuS7VfTa5_8C&amp;printsec=frontcover&amp;dq=innovation&amp;hl=es&amp;sa=X&amp;ei=A_N8U4n4PMvO0AWaoYCACA&amp;ved=0CGUQ6AEwBg#v=onepage&amp;q=innovation&amp;f=false</a>	Oxford University Press	New York	978-0199208531	2008		