

**SUBJECT SYLLABUS  
ACADEMIC OVERVIEW  
INTERNATIONAL SCHOOL OF ECONOMIC & ADMINISTRATIVE SCIENCES**

**COURSE NAME AND CODE:** Competitive Strategy & Innovation (552501)

**PROGRAM:**

Bachelor of Business Administration (BBA)

**LEVEL OF STUDY:**

Undergraduate Programme

GENERAL ACADEMIC INFORMATION					
<b>LATEST UPDATE</b>	2020-2				
<b>ACADEMIC DEPARTMENT</b>	Administration & Organizations				
<b>SUBJECT TYPE</b>	Mandatory				
<b>LANGUAGE</b>	Spanish				
<b>SEMESTER</b>	Programme	Semester			
	BBA	5			
<b>NUMBER OF ACADEMIC CREDITS</b>	2				
<b>HOURS OF ACADEMIC WORK</b>	144	<b>CONTACT HOURS</b>	48	<b>HOURS OF INDEPENDENT/AUTONOMOUS WORK</b>	96
<b>LEARNING PREREQUISITES</b>	N/A				
<b>INTERNATIONAL</b>	<ul style="list-style-type: none"> <li>• National and international standards, policies, regulations and mores related to the professional field.</li> <li>• Vocabulary and technical language to communicate in different cultural contexts.</li> <li>• Intercultural challenges.</li> </ul>				

<b>COMPONENT</b>	<ul style="list-style-type: none"> <li>International guests</li> </ul>					
<b>SUSTAINABLE DEVELOPMENT GOALS (SDG)</b>	9. Industry, Innovation and Infrastructure					
<b>COURSE DETAILS</b>						
<b>COURSE DESCRIPTION</b>	The Competitive Strategy and Innovation course explores the possibilities for the organization to disrupt the conventional approach, promoting innovation not only as a desire, but on the contrary, it is established as the imperative need and the right path to guarantee the success of the company and the satisfaction of its stakeholders. It is vital for every Administrator to understand why and how innovation can be understood as a strategic logic to boost adaptation and competitiveness processes in the organization. Likewise, the considerations, benefits and difficulties inherent to the implementation of innovation processes in organizational systems, developing a proper and critical posture to understand, manage and implement innovation activities.					
<b>KEY WORDS:</b>	Strategy, Innovation, competitiveness					
<b>COMPETENCES DEVELOPED</b>	<b>EICEA ILOS or Programme ILOS</b>	<b>Course ILOS</b>	<b>Type</b>	<b>Content</b>	<b>Teaching and Learning strategy</b>	<b>Assessment Method</b>
	ILO01 ILO02 ILO03 ILO06 BBA ILO08	Know the main concepts and characteristic elements of innovation as part of the strategic process of organizations.	Knowledge	The nature of innovation. Innovation as a strategic process	Problems Based Learning	Formative Assessment
				Innovation and strategy	Discovery Based Learning	Formative Assessment
				Measurement of innovation	Flipped Classroom	Summative Assessment
				Intellectual property and innovation	Case Study	Summative Assessment

				The strategic process of innovation	Challenge Based Learning	Formative Assessment
ILO06 BBA ILO07	Identify the different sources of business innovation as generators of competitiveness in organizations.	Skill	Sources of innovation Marketing	Gamification	Summative Assessment	
			Sources of innovation: Users	Case Study	Summative Assessment	
			Sources of Innovation: Business Models	Theoretical Class	Summative Assessment of the business models	
			Sources of innovation: Science and Technology	Thinking-Based Learning	Formative Assessment of the debate	
ILO06 BBA ILO07	Understand the Design Thinking methodology to propose innovative solutions for the business challenge of the course	Skill	Sources of innovation: Design	Design Thinking	Formative Assessment	
ILO01 ILO02 ILO04	Design innovation strategies according to the needs of Design innovation strategies according to the needs of the Organization, allowing the development of innovative business models.	Knowledge	Innovation in service companies	Discovery Based Learning	Formative Assessment of innovation cases in student consulted services	
			Innovation in "low" technology companies	Thinking-Based Learning	Summative Assessment of individually elaborated essay	
ILO01: Global Vision: Demonstrate an understanding of multicultural environments both in local and global contexts.						

	<p>ILO02: Critical Thinking: Evaluate information using critical and analytical reasoning to address changing economic and business situations.</p> <p>ILO03: Teamwork: Understand and work with others of different backgrounds to solve problems, develop meaningful relationships, and share knowledge.</p> <p>ILO04: Ethics &amp; Social Responsibility: Demonstrate awareness of ethical issues in business environments and contribute to the improvement of social conditions.</p> <p>ILO06: Understand principles and concepts of administration: Demonstrate specific knowledge in the field according to the level of study (Bachelor).</p> <p>BBA ILO07: Entrepreneurship &amp; Innovation: Apply and improve management practices for established companies or student start-ups, using entrepreneurial spirit and creative thinking.</p> <p>BBA ILO08: Communication: Communicate effectively in written and spoken manner in Spanish and English.</p>
<p><b>BIBLIOGRAP HY</b></p>	<ul style="list-style-type: none"> <li>• Icontec (2008). <i>Normas Técnicas Colombianas (NTC) 5800, 5801 y 5802: Gestión de la investigación, desarrollo e innovación (I+D+i)</i>. Bogotá: Editorial Icontec.</li> <li>• Revista Harvard Deusto. Estrategia, innovación y competitividad.</li> <li>• Salter, A. &amp; Alexy, O. (2015). The nature of innovation. En: M. Dodgson, D. Gann, &amp; N. Phillips (Eds). <i>The Oxford Handbook of Innovation Management</i> (pp. 26-49). Oxford: Oxford University Press.</li> <li>• Pavitt, K. (2015) Innovation Processes. <i>The Oxford Handbook of Innovation</i>. (pp. 29-55). Oxford: Oxford University Press.</li> <li>• Koontz, H. (2017). Administración una perspectiva global, empresarial y de innovación. (15a. ed.) McGraw-Hill Interamericana. Capítulo 5. Estrategias, políticas y premisas de la planeación. Tomado de <a href="http://www.ebooks7-24.com">http://www.ebooks7-24.com</a></li> <li>• Prabhu, J. (2015). Marketing and innovation. En: M. Dodgson, D. Gann, &amp; N. Phillips (Eds). <i>The Oxford Handbook of Innovation Management</i> (pp. 53-68). Oxford: Oxford University Press.</li> <li>• Franke, N. (2015). User-driven innovation. En: M. Dodgson, D. Gann, &amp; N. Phillips (Eds). <i>The Oxford Handbook of Innovation Management</i> (pp. 83-101). Oxford: Oxford University Press.</li> <li>• Verganti, R. &amp; Dell’Era, C. (2015). Design-driven innovation: Meaning as a source of innovation. En: M. Dodgson, D. Gann, &amp; N. Phillips (Eds). <i>The Oxford Handbook of Innovation Management</i> (pp. 139-162). Oxford: Oxford University Press.</li> </ul>

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- Tether, B. (2015) Services, innovation, and managing service innovation. En: M. Dodgson, D. Gann, & N. Phillips (Eds). *The Oxford Handbook of Innovation Management* (pp. 600-624). Oxford: Oxford University Press.
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- Leiponen, A. (2015). Intellectual property rights, standards, and the management of innovation. En: M. Dodgson, D. Gann, & N. Phillips (Eds). *The Oxford Handbook of Innovation Management* (pp. 559-578). Oxford: Oxford University Press.
- Afuah, A. (2003). *Innovation management. Strategies, implementation and profits*. (2nd Ed.). New York: Oxford University Press. (Chapter 17: Strategic innovation process, pp. 347-352)