

### Materia 3\_1: Global Challenges Exploration

<b>Materia:</b>	Global challenges exploration	<b>ECTS:</b>	8
<b>Descriptores</b>	<ul style="list-style-type: none"> <li>4.0 Technologies, Macrotrends, Business Models, Canvas, Innovation in products and services, Types of organizations for innovation, Dominant logic of strategic innovation, Porter's Five Forces, PESTEL, SWOT</li> <li>Technological innovation areas, Innovation objectives, Innovation methodologies, Product and service design methodologies, Stakeholder analysis, Innovation project planning, Types of business disruptions, Design thinking, Corporate innovation strategies, Growth strategies</li> </ul>		
<b>Objetivos generales</b>	<p>This subject has the objective of discovering the existing enabling technologies and discover how they enable the generation of innovative solutions that respond to current industry challenges. Be aware of the potential synergies with other areas of innovation and how they impact the different functional areas of the company.</p>		
<b>Competencia</b>	<p>CE [3-1]: Analyse a given sectorial challenge to establish a planning proposal for an innovation project.</p>		
<b>Resultados de aprendizaje</b>	<ul style="list-style-type: none"> <li>Recognize the role of current technologies in innovation processes.</li> <li>Justify the contribution of technology to the change of the competitive paradigm.</li> <li>Interpret how technology affects the transformation process of business models.</li> <li>Analyse the evolution of the strategy in a given sector of activity, identify future sectorial trends and challenges.</li> <li>Identify how new technologies generated new innovative solutions in diverse sectors of activities and the appearance of new disruptive technologies.</li> <li>Analyse a sector challenge (identify its root causes, what needs it meets or what problem it solves, which stakeholders are involved, what benefits it brings to stakeholders).</li> <li>Define the innovation objectives linked to the challenge and identify the epicentre of innovation and its impact on the rest of the functional areas of the company.</li> <li>Identify synergies with other innovation areas and how to integrate them.</li> <li>Elaborate an innovation project proposal (plan, objectives, phases, tasks, resources, deliverables).</li> </ul>		
<b>Métodos de evaluación</b>	<ul style="list-style-type: none"> <li>Evaluation: Portfolio and Problems</li> <li>Assessment instruments: Checklists and Rating Scales</li> </ul>		