

<b>POLI</b> <b>ESCOLA SUPERIOR</b> <b>TECNOLOGIA</b> <b>GESTÃO</b> <b>TÉCNICO</b> <b>GUARDA</b>	<b>SUBJECT DESCRIPTION</b>	<b>MODELO</b> PED.013.03
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Course	Human Resources Management					
Subject	Innovation and Creativity					
Academic year	2023/24	Curricular year	3rd	Study period	2nd semester	
Type of subject	Compulsory	Student workload (H)	Total: 112	Contact: 60	ECTS	4
Professor(s)	Francisco José Sanches Tomé					
<input checked="" type="checkbox"/> Area/Group Coordinator <input type="checkbox"/> Head of Department	(select)	PhD Maria Manuela Santos Natário				

## PLANNED SUBJECT DESCRIPTION

### 1. LEARNING OBJECTIVES

*The aim of this curricular unit is that the student will acquire skills and competencies related to the economy of innovation and creativity.*

*The student should acquire concepts and tools necessary to the comprehension of the innovation process and creativity.*

*It aims to stimulate a broader vision about the nature, sources, opportunities and the impact of innovation, on the industrial sectors level, firms level and countries level.*

*The student will acquire skills related to the development of the technological process, the application of innovation in products or processes at the organisational and marketing level and the adoption and diffusion of innovation in organisations and countries.*

### PROGRAMME

#### 1- Introduction

#### 2- Innovation versus creativity

2.1- Components and types of innovation

2.2- Innovation and technology management

2.3- Sources of creativity

2.4- Phases of the creativity process

2.5- Characteristics that support creativity in the labor context

#### 3- Innovation in the economic theory

3.1 – Models of innovation

3.2 – Categories of innovation

3.3 – Global/local innovation

#### 4 – Organizing innovation

4.1- Collaboration/cooperation

4.2- Benefits and barriers to collaboration

4.3 - Innovation networks

#### 5- Innovation and economic growth

5.1- Culture context and innovation

5.2- Innovation to the environment

5.3- Natural capitalism versus “Green Design”

#### 6- Innovation strategies

6.1- Firms’ technological strategies

6.2- Factors that strangle innovation

#### 7- The development of tasks

7.1-The framework’s complexity

7.2- Common elements in the development of tasks

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8 – Measure of innovation and sources of innovation

9. The innovation cycle: opportunity, idea, development, test, introduction and diffusion

## 2. COHERENCE BETWEEN PROGRAMME AND OBJECTIVES

*This curricular unit, developed through the programme's topics, aims to foster the overall education of the student as a person and as a future professional in the human resources management area. It aims to give the student the background, essential to be aware of the need to know how to be and how to behave as well as to know how to work, technically, operationally and instrumentally with the several variables related to the innovation and creativity processes in firms and in a simulation context. At the end of this curricular unit, the student should be able to participate autonomously and develop the process of innovation and creativity in the firms and organisations and to develop and apply innovation principles in the firms or organisations where he/she will be integrated.*

## 3. MAIN BIBLIOGRAPHY

Aidis, R., Walter F. (2010) *Innovation and Entrepreneurship*. Edward Elgar.  
Clegg, B. (2017) *Creativity and Innovation for Managers*. Taylor & Francis  
Conceição, P.; Ávila, P. (2001) *A Inovação em Portugal: II Inquérito Comunitário às Atividades de Inovação*, Celta Editora, Oeiras  
Dawson, P.M.B.; Andriopoulos, C (2022) *Managing Change, Creativity and Innovation*. Sage.  
Freire, A. (2006) *Inovação: Novos Produtos, Serviços e Negócios para Portugal*, Verbo.  
Grupp, H.(Ed.) (1998) *Foundation of the Economics of Innovation: Theory, Measurement and Practice*. Edward Elgar, Cheltenham UK.  
Guimarães, R. (1998) *Política Industrial e Tecnológica e Sistemas de Inovação*, Celta Editora.  
Natário, M.M. S (2013) *Manual de Apoio de Inovação e Criatividade*, Guarda.  
Negas, M.; Carvalho, L.; Sousa, I. (2020). *Inovação e Tecnologia. Uma Visão Multidisciplinar*. Ed. Sílabo. ISBN: 978-972-618-900-8  
Tidd, J.; Bessante, J. (2015) *Innovation and entrepreneurship*. New York, United States: John Wiley & Sons Inc Publisher  
Tidd, J.; Bessante, J. (2020) *Managing Innovation: Integrating Technological, Market and Organizational Change: Integrating Technological, Market and Organizational Change*. New York, United States: John Wiley & Sons Inc  
Von Stamm, B. (2008) *Managing Innovation, Design & Creativity*. 2ª ed. John Wiley & Sons Ltd.

## 4. TEACHING METHODOLOGIES (INCLUDING EVALUATION)

*Teaching Methodologies: lecture; interaction lesson; debate; presentation/interaction using audiovisual instruments; case study.*

*Evaluation:*

- A) *Realization of a Frequency or Final Exam;*
- B) *Continuous Evaluation: Realization of a Frequency or Final Exam or Realization of a Final Exam and one optional Practical Work presented during the lessons.*

*The final classification is given by:*

*Final Classification= 50% (classification on frequency/Exam) + 50% (individual work classification)*

**NOTES:**

- a) *The student will be Approved when the final classification is 10 (ten) or more.*
- b) *To Work classification be considered, the student must have a minimum classification of 7,5 values in the written test.*
- c) *Not doing practical exercises will imply 100% ponderation in the written tests.*
- d) *Works will be classified in a 0 to 20 scale.*

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### 5. COHERENCE BETWEEN TEACHING METHODOLOGIES AND OBJECTIVES

*To achieve the proposed goals, the methodology used in this unit is based on theoretical and practical formation principles.*

*The pedagogic methods and technics applied along the sessions are: (a) affirmative methods with exposition, interactive and demonstrative lessons; (b) debate and case studies methods, being the professor responsible to reinforce the learning process and to coordinate practical tasks using specific technologies and software; (c) Work group/ individual, work in the field and individual research oriented by the professor to the final work.*

*The methodology aims to give the student the opportunity to learn and develop the technic and professional ability to exercise innovation and creativity in the human resources management area.*

### 6. ATTENDANCE

NA

### 7. CONTACTS AND OFFICE HOURS

**Name:** Francisco José Sanches Tomé

**Email:** [tome@ipg.pt](mailto:tome@ipg.pt)

**Phone number** 271220111 (line: 1262)

**Office:** 59 ESTG

**Office hours:**

Monday: 10h30-12h30

**Area Coordinator:** Maria Manuela Santos Natário

### 8. OTHERS

NA

**DATE**

**18 de setembro de 2023**

**SIGNATURES**

Professor

\_\_\_\_\_  
(signature)

Area/Group Coordinator

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(signature)