

Syllabus: Managing innovation in sports

BARÇA
INNOVATION HUB
Universitas



SYLLABUS

- ≡ Objectives
- ≡ Skills
- ≡ Criteria for participation and approval

TEMARY

- ≡ Module 1. Managing an Innovation Projects
- ≡ Module 2. Open Innovation in Sports
- ≡ Module 3. Managing across Innovation Projects
- ≡ Module 4. Resisting Disruption and Improving Experience

Objectives

By establishing objectives, we give ourselves a clear idea of what we want to achieve once the teaching and learning process of this course has finished. But our aims are even more specific: we also want to establish what you will need to accomplish in order for this new knowledge to contribute to your educational goals.

To achieve these objectives, you must complete the entire process laid out in the different stages of the course.

Thus, if you work in the way suggested, you will be well-positioned to meet the following objectives:

General objective

Participants should expect to finalize this program with a plan on how to design a new product or a service and help their institutions to innovate on regular basis.

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Skills

The skills we hope you will develop throughout this course are:

General skills

- 1** **Group and collaborative work:** the ability to work with colleagues in order to accomplish shared goals and to achieve the synergy typical of a high performance group.
- 2** **The capacity of analysis/reflection:** the capacity to methodically examine the different aspects of a certain reality or situation and to carry out an assessment of that situation.
- 3** **Creativity and innovative, knowledge-based solutions:** the capacity to find alternative solutions to existing problems based on formal knowledge.

Specific skills

Recognize innovation opportunities and generate ideas to seize them
Use experimentation and trial & error process to deal with the uncertainty
that accompanies the innovation process
Manage innovation teams and innovation projects, collaborate with
internals and externals
Select the right innovation projects, allocate resources, and create an
innovation culture

CONTINUE

Criteria for participation and approval

Participation criteria

During the month of course, the student is expected to:

- Browse the multimedia contents of each of the modules that make up the course.
- Solve the evaluations assigned in each module.
- Carry out the proposed activities, whether group or individual.
- Take the final exam.

Approval criteria

For the approval of the course, the student is required to complete the (4) proposed activities in the course and pass the final exam. The student must obtain a final score of 70% or more. This grade will be the average between the activities and the final exam.

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Module 1. Managing an Innovation Projects

Unit 1.1 Innovation Process in a nutshell

Unit 1.2 Managing Innovation Projects

CONTINUE

Module 2. Open Innovation in Sports

Unit 2.1 The Sports Ecosystem

Unit 2.2 Co innovation in Sports

CONTINUE

Module 3. Managing across Innovation Projects

Unit 3.1 Technology and new competitors

Unit 3.2 Project Portfolio

CONTINUE

Module 4. Resisting Disruption and Improving Experience

Unit 4.1 Disrupting innovation

Unit 4.2 Service Innovation in Sports