



Practical Focus of the Course: Information Technologies, Innovation and Knowledge, 78347, group 3471

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The course combines theoretical foundations with a practical methodology to apply concepts in real projects related to technological innovation and the knowledge economy. During the semester, students will develop solutions to current problems using key tools and strategies in technology and innovation management.

Integration and Evaluation of Practical Content

The practical component reinforces the theory taught in class. Three individual exams will be conducted to evaluate conceptual understanding and problem-solving skills. Activities include analysis of real cases, design of innovation projects, evaluation of technology transfer strategies, and field work with external stakeholders.

In the practical part of this course, students will work to develop an innovative service, following the methodology established by the NMXGT002-IMNC2008 standard.

Throughout the semester, the following main activities will be performed:

1. Formulation of the project proposal: A document will be drafted defining the objectives, justification and scope of the proposed innovation.
2. Design and development of an MVP (Minimum Viable Product): Based on the approved proposal, students will create an initial prototype to validate the usefulness and viability of the solution.
3. User and needs research: Each student will conduct a survey or interview to gather key information and tailor the development of their project to the expectations of the target audience.
4. Mid-term presentations and group discussion: During the course, mid-term presentations will be scheduled to present the progress of the projects and receive feedback from both the professor and peers.
5. Final presentation: At the end of the semester, students will present and defend their results, showing the final prototype and explaining the improvements made after each iteration.

The main objective is for students to acquire practical experience in the process of innovation and development of services, understanding both the theoretical aspects and the regulatory procedures and market requirements.