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| Course Code MGT-370 | Course Title Management of Innovation and Technology | ECTS Credits 6 |
| Department MIS | Semester Fall 2009 | Prerequisites Sophomore (more than 33 credits) |
| Type of Course Elective | Field Management | Language of Instruction English |
| Level of Course 1 st Cycle | Year of Study 3 | Lecturer(S) Dr Despo Ktoridou |
| Mode of Delivery Face-to-face | Work placement N/A | Co-requisites None |

Objectives of the Course:

The main objectives of the course are to:

- Introduce of the important role of technology innovation in the Management strategy
- Understand the theoretical knowledge underlying the technological change and the ways firms come up with innovations
- Provide an overview of the strategies that firms use to benefit from innovation
- Understand the importance and role of **formulating technology strategy**;
- Design, develop and integrate a strategic management of innovation and technology

Learning Outcomes:

After completion of the course students are expected to be able to:

- **understand the important role of technology innovation in the Management strategy** (students should understand how technology evolves over time and the implication of that evolution on companies)
- **understand the process of technological change; the ways that firms come up with innovations;** (students should be able to realize how companies come up with innovations that meet the needs of their customers)
- **understand the strategies that firms use to benefit from innovation;** (students should be able to generate understanding to ways on how companies capture the value generated from their investment in innovation)
- **understand the process of formulating technology strategy;** (students will acquire the necessary knowledge and understanding to develop a technology strategy)
- **use the core information systems management skills learned to design, develop and integrate a strategic management of innovation and technology to enhance firm performance:** (students will have the necessary knowledge and skills to implement a technology strategy)

Course Contents:

1. Introduction
Section A: Understanding Technological Change
2. Technology Evolution
3. Technology Adoption and Diffusion

4. **Sources of Innovation**
 - Section B: Coming up with Innovations**
 5. Selecting Innovation Projects
 6. Customer Needs
 - New Product Development
 - Section C: Benefiting from Innovation**
 7. Patents
 8. Trade Secrets, Trademarks, and Copyrights
 9. Capturing Value from Innovation
 10. Competitive Advantage in High Tech Industries
 11. Technical Standards
 12. Strategy in Networked Industries
 - Section D: Formulating Technology Strategy**
 13. Collaboration Strategies
 14. Strategic Human Resource Management of Technical Professionals
 15. Organization Structure for Technology Strategy

Learning Activities & Teaching Methods:

Lectures, Case Study Analysis and Discussion, Academic Paper Discussions, In-Class Exercises, and Presentations.

Assessment Methods:

Homework, Tests, Discussion Questions, Final Exam.
Test 1 15%, Test 2 15%, Homework 15%, Discussion Questions 15%, Final Exam 40%

Required Textbooks/Reading:

| Authors | Title | Publisher | Year | ISBN |
|-----------------|--|---------------|------|------------------|
| Scott A. Shane, | Technology Strategy for Managers and Entrepreneurs | Prentice Hall | 2009 | 978-013-187932-4 |

Recommended Textbooks/Reading:

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|----------------------|---|-------------|-------------|------------------|
| Melissa A. Schilling | Strategic Management of Technological Innovation, 2 nd Edition | McGraw Hill | 2008 | 978-007-125942-2 |
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