



Course Syllabus

Course Code	Course Title	ECTS Credits
MGT-372	Management of Innovation and Technology	6
Prerequisites	Department	Semester
Sophomore more than 33 credits	Management & MS	Fall/Spring
Type of Course	Field	Language of Instruction
Elective	Management	English
Level of Course	Lecturer(s)	Year of Study
1 st Cycle	Dr. Despo Ktoridou	3 rd and 4 th
Mode of Delivery	Work Placement	Co-requisites
Face to Face	N/A	None

Objectives of the Course

The main objectives of the course are to:

- Provide a comprehensive understanding on the strategic management of new and established businesses in technology-intensive industry.
- Provide frameworks for analyzing key aspects of new and established businesses as well as ways to apply these frameworks.
- Identify ways to: a) discover and evaluate sources of opportunities for innovation; b) provide products and services that satisfy the needs of customers; c) develop mechanisms to appropriate the returns from the exploitation of the opportunity; d) organize the efforts to innovate.

Learning Outcomes

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

- understand the important role of the strategic management of new and established businesses in technology-intensive industry;
- use the core information to apply frameworks to analyze key aspects of new and established businesses;
- discover and evaluate sources of opportunities for innovation;

- provide products and services that satisfy the needs of their customers;
- develop mechanisms to appropriate the returns from the exploitation of the opportunity;
- organize their efforts to innovate.

Course Contents

INTRODUCTION

SECTION I: Understanding Technological Change

- Technology Evolution
- Technology Adoption and Diffusion
- Sources of Innovation

SECTION II: Coming up with Innovations

- Selecting Innovation Projects
- Customer Needs
- New Product Development

SECTION III: Benefiting from Innovation

- Patents
- Trade Secrets, Trademarks, and Copyrights
- Capturing Value from Innovation
- Competitive Advantage in High Tech Industries
- Technical Standards

SECTION IV: Formulating Technology Strategy

- Collaboration Strategies
- Strategic Human Resource Management of Technical Professionals

Learning Activities and Teaching Methods

Faculty Lectures and Guest-Lectures Seminars, Directed and Background Reading Case-studies, In-class Exercises, Lecturer-led Presentations

Assessment

Project, Assignments, Final Exam

Required Textbooks / Reading

Title	Author(s)	Publisher	Year	ISBN
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Technology Strategy for Managers and Entrepreneurs: Pearson New International Ed.	Scott A. Shane	Prentice Hall	2014	10: 1292040327 13:978129204325
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Recommended Textbooks / Reading:

Title	Author(s)	Publisher	Year	ISBN
Strategic Management of Technological Innovation, 5 th Ed.	Melissa A. Schilling	McGraw Hill	2017	10: 1259539067
The Future of Technology Management and the Business Environment: Lessons on Innovation, Disruption, and Strategy Execution	Alfred A. Marcus	Prentice Hall	2016	10: 0133996131 13:9780133996135