



<b>Course Code</b> MGT-370	<b>Course Title</b> Management of Innovation and Technology	<b>ECTS Credits</b> 6
<b>Department</b> MIS	<b>Semester</b> Fall 2009	<b>Prerequisites</b> Sophomore (more than 33 credits)
<b>Type of Course</b> Elective	<b>Field</b> Management	<b>Language of Instruction</b> English
<b>Level of Course</b> 1 <sup>st</sup> Cycle	<b>Year of Study</b> 3	<b>Lecturer(S)</b> Dr Despo Ktoridou
<b>Mode of Delivery</b> Face-to-face	<b>Work placement</b> N/A	<b>Co-requisites</b> 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

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

Melissa A. Schilling	Strategic Management of Technological Innovation, 2 <sup>nd</sup> Edition	McGraw Hill	<b>2008</b>	978-007-125942-2
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