



<b>Course Code</b> MGT-372	<b>Course Title</b> Management of Innovation and Technology	<b>ECTS Credits</b> 6
<b>Prerequisites</b> Sophomore	<b>Department</b> Management & MIS	<b>Semester</b> Fall/Spring/Summer
<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>Lecturer(s)</b> Dr. Despo Ktoridou	<b>Year of Study</b> 3 <sup>rd</sup> , 4 <sup>th</sup>
<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:

1. 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)
2. 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)
3. 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)
4. understand the process of formulating technology strategy; (students will acquire the necessary knowledge and understanding to develop a technology strategy)
5. 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:**

<p><b>INTRODUCTION</b></p> <p><b>SECTION I: Understanding Technological Change</b></p> <ul style="list-style-type: none"> <li>• Technology Evolution</li> <li>• Technology Adoption and Diffusion</li> <li>• Sources of Innovation</li> </ul> <p><b>SECTION II: Coming up with Innovations</b></p> <ul style="list-style-type: none"> <li>• Selecting Innovation Projects</li> <li>• Customer Needs</li> <li>• New Product Development</li> </ul> <p><b>SECTION III: Benefiting from Innovation</b></p> <ul style="list-style-type: none"> <li>• Patents</li> <li>• Trade Secrets, Trademarks, and Copyrights</li> <li>• Capturing Value from Innovation</li> <li>• Competitive Advantage in High Tech Industries</li> <li>• Technical Standards</li> <li>• Strategy in Networked Industries</li> </ul> <p><b>SECTION IV: Formulating Technology Strategy</b></p> <ul style="list-style-type: none"> <li>• Collaboration Strategies</li> <li>• Strategic Human Resource Management of Technical Professionals</li> <li>• Organization Structure for Technology Strategy</li> </ul>
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**Learning Activities and Teaching Methods:**

Faculty Lectures and Guest-Lectures Seminars, Directed and Background Reading Case-studies, In-class Exercises, Student-led Presentations
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**Assessment Methods:**

Project Presentation, Assignments, Test, Final Exam
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**Required Textbooks / Reading:**

Title	Author(s)	Publisher	Year	ISBN
Technology Strategy for Managers and Entrepreneurs: Pearson New International Edition	Scott A. Shane	Prentice Hall	2014	10: 1292040327

**Recommended Textbooks / Reading:**

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