



MGT-372 Management of Innovation and Technology

Course Code MGT-372	Course Title Management of Innovation and Technology	Credits (ECTS) 6
Department Management & MIS	Semester Fall, Spring	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:

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:

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:

Test 20%, Homework/Class Discussions Participation 10%, , Project I Presentation 15%, Project II Presentation 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:

Authors	Title	Publisher	Year	ISBN
Melissa A. Schilling	Strategic Management of Technological Innovation, 2 nd Edition	McGraw Hill	2008	978-007-125942-2