



Course Syllabus

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| Course Code | Course Title | ECTS Credits |
| MGT-523 | Principles of Disruptive Innovation | 10 |
| Prerequisites | Department | Semester |
| DFIN-511 | Business and Computer Science | Fall/Spring/Summer |
| Type of Course | Field | Language of Instruction |
| Required | Business | English |
| Level of Course | Lecturer(s) | Year of Study |
| 2 nd Cycle | Dr. Marinos Themistocleous Dr. Efraxia Zamani | 1 st |
| Mode of Delivery | Work Placement | Corequisites |
| Distance Learning | N/A | N/A |

Course Objectives:

The objectives of this course are twofold: First, to introduce principles of disruptive innovation in entrepreneurial and economic settings. Second, to focus on disruptive innovation in the sphere of blockchain technology and discuss the potential disruption within various industries.

To help students make sense of this complex and fragmented subject, the course adopts a dual perspective:

- The first half of the course introduces concepts and methods for managing innovation, including: the importance of innovation; how to manage and measure it; sources of innovation and innovation networks; diffusion of innovations; new product/service development; and entrepreneurship.
- The second half of the course adopts a practice-oriented perspective to introduce students to ongoing innovations in the field of blockchain technologies, through invited guest talks and real-life case studies from industries such as the health care, energy management, supply chain etc.

Learning Outcomes:

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

- Understand the main dimensions of innovation in terms of management, policy, the economy and government in order to develop an analytic ability in this area.

- Understand the emerging opportunities and threats for existing and new businesses that technologies, such as cryptocurrencies and blockchain technology, have brought and may bring.
 - Understand the disruptive nature of Initial Coin Offerings as an emerging crowdfunding method.
- Analyse the potential solutions blockchain technology is able to address within procedures involving data storage, real estate tracking, supply chain, healthcare records, digital identity-based services, energy management and more.

Course Content:

- Introduction and the importance of innovation
- Innovation as a Process – The 4Ps of Innovation and blockchains
- Can innovation be managed?
- Sources of innovation; innovation networks
- Selection of Innovations
- Innovation Diffusion and New Product Development
- Blockchain Applications I
- Blockchain Applications II
- Blockchain Applications III
- Blockchain Applications IV
- Crowdfunding through DLT tokens

Learning Activities and Teaching Methods:

Lectures, Interviews within the industry, Assessment

Assessment Methods:

- Business Plan Idea
- Business Plan (groupwork)
- Final Examination (essay based)

Recommended Textbooks / Readings:

| Title | Author(s) | Publisher | Year | ISBN |
|----------------------------------|------------------------|-----------|------|-------------------------|
| Managing Innovation: Integrating | Joe Tidd, John Bessant | Wiley | 2013 | ISBN: 978-1-118-53859-3 |

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|--|-----------------------------------|-----------------------|------|-------------------------|
| Technological, Market and Organizational Change, 5th Edition (Wiley E-Text) | | | | |
| The Business Blockchain: Promise, Practice, and Application of the Next Internet Technology | William Mougayar, Vitalik Buterin | Wiley | 2016 | ISBN: 978-1-119-30031-1 |
| Blockchain Revolution: How the Technology Behind Bitcoin Is Changing Money, Business and the World | Don Tapscott, Alex Tapscott | Penguin Books Limited | 2016 | |