

COURSE OUTLINE

(1) GENERAL

SCHOOL	Business		
ACADEMIC UNIT	Management		
LEVEL OF STUDIES	1 st Cycle		
COURSE CODE	MGT-372	SEMESTER	Fall/Spring
COURSE TITLE	Management of Innovation and Technology		
INDEPENDENT TEACHING ACTIVITIES <i>if credits are awarded for separate components of the course, e.g. lectures, laboratory exercises, etc. If the credits are awarded for the whole of the course, give the weekly teaching hours and the total credits</i>		WEEKLY TEACHING HOURS	CREDITS
		2.5	6
<i>Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at (d).</i>			
COURSE TYPE <i>general background, special background, specialised general knowledge, skills development</i>	Specialised general knowledge		
PREREQUISITE COURSES:	Sophomore		
LANGUAGE OF INSTRUCTION and EXAMINATIONS:	English		
IS THE COURSE OFFERED TO ERASMUS STUDENTS			
COURSE WEBSITE (URL)			

(2) LEARNING OUTCOMES

Learning outcomes <i>The course learning outcomes, specific knowledge, skills and competences of an appropriate level, which the students will acquire with the successful completion of the course are described.</i> <i>Consult Appendix A</i> <ul style="list-style-type: none"> • Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area • Descriptors for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and Appendix B • Guidelines for writing Learning Outcomes
<p>After completion of the course students are expected to be able to:</p> <ul style="list-style-type: none"> • Explain 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.

General Competences

Taking into consideration the general competences that the degree-holder must acquire (as these appear in the Diploma Supplement and appear below), at which of the following does the course aim?

<i>Search for, analysis and synthesis of data and information, with the use of the necessary technology</i>	<i>Project planning and management</i>
<i>Adapting to new situations</i>	<i>Respect for difference and multiculturalism</i>
<i>Decision-making</i>	<i>Respect for the natural environment</i>
<i>Working independently</i>	<i>Showing social, professional and ethical responsibility and sensitivity to gender issues</i>
<i>Team work</i>	<i>Criticism and self-criticism</i>
<i>Working in an international environment</i>	<i>Production of free, creative and inductive thinking</i>
<i>Working in an interdisciplinary environment</i>	<i>.....</i>
<i>Production of new research ideas</i>	<i>Others...</i>
	<i>.....</i>

Search for, analysis and synthesis of data and information, with the use of the necessary technology
Adapting to new situations
Decision-making
Working independently
Working in an interdisciplinary environment

(3) SYLLABUS

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

SECTION IV: Formulating Technology Strategy

- Collaboration Strategies
- Strategic Human Resource Management of Technical Professionals

(4) TEACHING and LEARNING METHODS - EVALUATION

DELIVERY <i>Face-to-face, Distance learning, etc.</i>	Face-to-face
USE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY	<i>Use of ICT in teaching / Χρήση ΤΠΕ</i> <i>Communication with students / Επικοινωνία με Φοιτητές</i>

<p>Use of ICT in teaching, laboratory education, communication with students</p>		
<p>TEACHING METHODS</p> <p>The manner and methods of teaching are described in detail.</p> <p>Lectures, seminars, laboratory practice, fieldwork, study and analysis of bibliography, tutorials, placements, clinical practice, art workshop, interactive teaching, educational visits, project, essay writing, artistic creativity, etc.</p> <p>The student's study hours for each learning activity are given as well as the hours of non-directed study according to the principles of the ECTS</p>	<p>Activity</p>	<p>Semester workload</p>
	Lectures/Seminars	35
	Study and analysis of bibliography/ Case-studies	25
	Homework/Assignments	20
	Project	40
	Exam preparation	30
<p>STUDENT PERFORMANCE EVALUATION</p> <p>Description of the evaluation procedure</p> <p>Language of evaluation, methods of evaluation, summative or conclusive, multiple choice questionnaires, short-answer questions, open-ended questions, problem solving, written work, essay/report, oral examination, public presentation, laboratory work, clinical examination of patient, art interpretation, other</p> <p>Specifically-defined evaluation criteria are given, and if and where they are accessible to students.</p>	<p>Course total 150</p>	
	<p>Project Presentation, Homework/Assignments (4), Participation/Attendance, Final Exam.</p>	

(5) ATTACHED BIBLIOGRAPHY

Required Textbooks / Readings:				
Title	Author(s)	Publisher	Year	ISBN
Technology Strategy for Managers and Entrepreneurs: Pearson New International Ed.	Scott A. Shane	Prentice Hall	2014	13: 978-9332536616
Strategic Management of Technological Innovation 7th Ed.	Melissa A. Schilling	McGraw Hill	2022	13: 978-1264080939
Innovation Management and New Product Development, 7th ed.	Paul Troid	Pearson	2021	13: 978-1292251523