

# Course Descriptions Master 2021-2022

Course Title Knowledge, Innovation and Technological Change  
 Course Code EBC4269  
 ECTS Credits 6,5  
 Assessment Whole/Half Grades

Period	Start	End	Mon	Tue	Wed	Thu	Fri
4	31-1-2022	25-3-2022	X		X		

Level Advanced  
 Coordinator Hugo Verver For more information:h.verver@maastrichtuniversity.nl  
 Language of instruction English

Goals  
 \* Equip students with a powerful set of tools to analyze processes of innovation and technological change in competitive environments  
 \* Students learn how to analyze & interpret relevant data to make informed decisions  
 \* Students can communicate their ideas persuasively and professionally to their target audience

Description  
 Today's fast-paced international markets are characterized by continuous innovation and fierce technology-based competition. Therefore, understanding how firms generate new knowledge and how technological change affects the competitive landscape is essential for effective strategizing. This course bridges the gap between general strategy and more specialized technology and innovation fields. It addresses how organizations navigate challenges and take advantages of opportunities created by disruptive technological change. Among others, the following topics are covered: sources of new ideas and recombination, dealing with uncertainty, machine learning and AI for strategic decision-making, data as a source for competitive advantage, incentives for innovators, industries driven by new technology emergence and financing of innovation. It teaches students how to deal with the inherent uncertainty of business innovation processes and puts them into the position to formulate strategies related to innovation investment decisions, intellectual property, and technological change.

Literature Textbook; Academic and practitioner articles.

Prerequisites  
 This Master-level course requires an understanding of general business concepts and management theories. Exchange students need to have obtained a bachelor degree with a major in business and need to major in strategy in their Master. An advanced level of English.

Keywords  
 Teaching methods PBL / Presentation / Lecture / Assignment / Groupwork  
 Assessment methods Attendance / Participation / Written Exam

Evaluation in previous academic year  
 For the complete evaluation of this course please click <http://iwio-sbe.maastrichtuniversity.nl/rapporten.asp?referrer=codeUM>

This course belongs to the following programme / specialisation	Master Business Research - No specialisation	Year 1 Disc - IB Strategy and Innovation
	Master Business Research - Operations Research	Year 2 Elective Course(s)
	Master Digital Business and Economics	Elective Course(s)
	Master Human Decision Science	Elective Course(s)
	Master International Business - Strategy and Innovation	Compulsory Course(s)