Course Descriptions None 2015-2016

Course Title	Strategic Management of Technology and Innovation
Course Code	EBC2068
ECTS Credits	6,5
Assessment	Whole/Half Grades

Period

Period	Start	End	Mon	Tue	Wed	Thu	Fri
5	11-4-2016	3-6-2016		X			X

Level	Intermediate
Coordinator	Cindy Lopes-Bento For more information:c.lopes-bento@maastrichtuniversity.nl
Language of instruction	English
Goals	Technology and innovation have to be managed by firms. In this course we will explore which concepts, techniques, tools and management processes are helpful to successfully advance technological innovations.
Description	Many firms need to manage the innovation process. To that end firms obtain particular skills and knowledge. During the course we will probe into the strategic management of technology and innovation. Topics included are how Organisational and industrial context shape technological innovation. We will cover which internal and external sources are important. For instance, links with customer needs and R&D alliances will be discussed. Another topic is how firms can appropriate the value of their innovations. In this context we will discuss corporate venturing and we touch upon the role open innovation may play.
Literature	Book and articles
Prerequisites	Basic knowledge of: marketing, organisation and strategy An advanced level of English
Teaching methods	PBL / Presentation / Lecture / Groupwork
Assessment methods	Final Paper / Participation
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

Bachelor Economics and Business Economics Specialisation Economics	IBE Electives
Bachelor Economics and Business Economics Specialisation Economics and Management of Information	Free Electives
Bachelor Economics and Business Economics Specialisation International Business Economics	Business Elective
Bachelor Economics and Business Economics Specialisation International Business Economics	Major Strategy
Bachelor International Business Specialisation Emerging Markets	Major Strategy
Bachelor International Business	Business Electives (Major Accounting)
Bachelor International Business	Business Electives (Major Finance)
Bachelor International Business	Business Electives (Major Information Management)
Bachelor International Business	Business Electives (Major Marketing)
Bachelor International Business	Business Electives (Major Organisation)
Bachelor International Business	Business Electives (Major Supply Chain Management)
Bachelor International Business	Major Strategy
SBE Exchange Bachelor	Bachelor Exchange Courses
SBE Exchange Master	Bachelor Exchange Courses
SBE Non Degree Courses	Bachelor Courses