# Course Descriptions None 2017-2018

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| Course Title | Strategic Management of Technology and Innovation |
| Course Code | EBC2068 |
| ECTS Credits | 6,5 |
| Assessment | None |

Period

| Period | Start | End | Mon | Tue | Wed | Thu | Fri |
|---|---|---|---|---|---|---|---|
| 5 | 16-4-2018 | 8-6-2018 | | X | | | X |

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| Level | Intermediate |
| Coordinator | Marc van Wegberg For more information:m.vanwegberg@maastrichtuniversity.nl |
| Language of instruction | English |
| Goals | Technological change and innovation have to be managed by firms. In this course we will explore what main challenges firms face in their technological change and innovation activities and which concepts, techniques, tools and management processes are helpful to successfully advance technological change and innovations. |
| Description | This is an introductory course to the management of innovation. Thus it aims at introducing theories, models and tools to the students that are central to managing the identification, development and commercialization of innovations. Core topics covered in this course include market failures faced by innovating firms, knowledge about the various definitions of an innovation and innovative activities, how to search for novel ideas (inside as well as outside of the firms' boundaries), what tools to use inside and outside of the firm to evaluate promising ideas efficiently and accurately, ways to acquire external financing in case of cash flow constraints, tools to use to increase appropriability of innovations as well as various forms to develop innovations inside and outside of the firm. |
| Literature | Book, articles and case studies. |
| Prerequisites | Basic knowledge of: management/business economics, organization and strategy.<br>An advanced level of English |
| 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

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| Bachelor Economics and Business Economics Specialisation Economics | IBE Electives |
| Bachelor Economics and Business Economics Specialisation Emerging Markets | Business Electives |
| Bachelor Economics and Business Economics Specialisation Emerging Markets | Major Strategy |
| Bachelor Economics and Business Economics Specialisation Economics and Management of Information | Free Electives |
| Bachelor Economics and Business Economics Specialisation International Business Economics | Business Electives |
| 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 |