Course Descriptions None 2018-2019

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	15-4-2019	7-6-2019		X			X

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. 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

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