# Course Descriptions None 2022-2023

| | |
|---|---|
| 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 | 17-4-2023 | 9-6-2023 | | X | | | X |

| | |
|---|---|
| Level | Intermediate |
| Coordinator | Simon Kleinert For more information:s.kleinert@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 | PLEASE NOTE THAT THE INFORMATION ABOUT THE TEACHING AND ASSESSMENT METHOD(S) USED IN THIS COURSE IS WITH RESERVATION. A RE-EMERGENCE OF THE CORONAVIRUS AND NEW COUNTERMEASURES BY THE DUTCH GOVERNMENT MIGHT FORCE COORDINATORS TO CHANGE THE TEACHING AND ASSESSMENT METHODS USED. THE MOST UP-TO-DATE INFORMATION ABOUT THE TEACHING/ASSESSMENT METHOD(S) WILL BE AVAILABLE IN THE COURSE SYLLABUS.<br><br>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. In examples, cases, and an assignment students work out in practice how to assess the feasibility and desirability of innovation opportunities and how to manage innovation from the first idea to implementing an innovation plan. |
| 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 / Papers / Groupwork / Research |
| Assessment methods | Final Paper / Participation / Assignment / Presentation |
| 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 | Year 3 International Business Economics Elective(s |
| Bachelor Economics and Business Economics - Emerging Markets | Year 3 Elective Course(s) |
| Bachelor Economics and Business Economics - Economics and Management of Information | Year 2+3 Elective Course(s) |
| Bachelor Economics and Business Economics - International Business Economics | Year 3 Business Elec(s) - Maj Inf Mgmt |
| Bachelor Economics and Business Economics - International Business Economics | Year 3 Business Elec(s) - Maj Macro |
| Bachelor Economics and Business Economics - International Business Economics | Year 3 Business Elec(s) - Maj Micro |
| Bachelor Economics and Business Economics - International Business Economics | Year 3 Core Course(s) - Maj Strategy |
| Bachelor International Business - Emerging Markets | Year 3 Elective Course(s) |
| Bachelor International Business | Year 3 Business Elec(s) - Maj Accounting |
| Bachelor International Business | Year 3 Business Elec(s) - Maj Finance |
| Bachelor International Business | Year 3 Business Elec(s) - Maj Inf Mgmt |
| Bachelor International Business | Year 3 Business Elec(s) - Maj Marketing |
| Bachelor International Business | Year 3 Business Elec(s) - Maj Org |
| Bachelor International Business | Year 3 Business Elec(s) - Maj SCM |
| Bachelor International Business | Year 3 Core Course(s) - Maj Strategy |
| SBE Exchange Bachelor | Bachelor Exchange Courses |
| SBE Exchange Master | Bachelor Exchange Courses |
| SBE Non Degree Courses | Bachelor Courses |
| Pre-master International Business specialisation Entrepreneurship and Business Development | Disciplinary Course(s) |
| Pre-master International Business specialisation Strategy and Innovation | Disciplinary Course(s) |