

Course Descriptions None 2023-2024

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	15-4-2024	7-6-2024		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	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	<p>TRANSITIONAL REGULATIONS: This course is in transition within the:</p> <ul style="list-style-type: none"> * pre-master International Business specialisation Entrepreneurship and Business Development * pre-master International Business specialisation Strategy and Innovation <p>The following rule applies to pre-master International Business specialisation Entrepreneurship and Business Development students who started the programme prior to academic year 2023-2024. TRANSITIONAL REGULATION (EBC2068): Repeat the course or replace it with either Entrepreneurship: Theory and Practice (EBC2171) in period 1 or Social Entrepreneurship (EBC2147) in period 2.</p> <p>The following rule applies to pre-master International Business specialisation Strategy and Innovation students who started the programme prior to academic year 2023-2024. TRANSITIONAL REGULATION (EBC2068): Repeat the course or replace it with either Business and Politics in Europe (EBC2051) in period 1 and/or International Business History (EBC2069) in period 2.</p> <p>See the Transitional Regulations section in the Bachelor Education and Examination Regulations for more information.</p> <p>PREREQUISITES: Basic knowledge of: management/business economics, organization and strategy. An advanced level of English</p>																																												
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	<table border="1"> <tr> <td>Bachelor Economics and Business Economics - Economics</td> <td>Year 3 Business Elective(s)</td> </tr> <tr> <td>Bachelor Economics and Business Economics - Emerging Markets</td> <td>Year 3 Elective Course(s)</td> </tr> <tr> <td>Bachelor Economics and Business Economics - Economics and Management of Information</td> <td>Year 2+3 Elective Course(s)</td> </tr> <tr> <td>Bachelor Economics and Business Economics - International Business Economics</td> <td>Year 3 Business Elec(s) - Maj Inf Mgmt</td> </tr> <tr> <td>Bachelor Economics and Business Economics - International Business Economics</td> <td>Year 3 Business Elec(s) - Maj Macro</td> </tr> <tr> <td>Bachelor Economics and Business Economics - International Business Economics</td> <td>Year 3 Business Elec(s) - Maj Micro</td> </tr> <tr> <td>Bachelor Economics and Business Economics - International Business Economics</td> <td>Year 3 Core Course(s) - Maj Strategy</td> </tr> <tr> <td>Bachelor International Business - Emerging Markets</td> <td>Year 3 Elective Course(s)</td> </tr> <tr> <td>Bachelor International Business</td> <td>Year 3 Business Elec(s) - Maj Accounting</td> </tr> <tr> <td>Bachelor International Business</td> <td>Year 3 Business Elec(s) - Maj Finance</td> </tr> <tr> <td>Bachelor International Business</td> <td>Year 3 Business Elec(s) - Maj Inf Mgmt</td> </tr> <tr> <td>Bachelor International Business</td> <td>Year 3 Business Elec(s) - Maj Marketing</td> </tr> <tr> <td>Bachelor International Business</td> <td>Year 3 Business Elec(s) - Maj Org</td> </tr> <tr> <td>Bachelor International Business</td> <td>Year 3 Business Elec(s) - Maj SCM</td> </tr> <tr> <td>Bachelor International Business</td> <td>Year 3 Core Course(s) - Maj Strategy</td> </tr> <tr> <td>Transitional Regulations</td> <td>See prerequisites</td> </tr> <tr> <td>SBE Exchange Bachelor</td> <td>Bachelor Exchange Courses</td> </tr> <tr> <td>SBE Exchange Master</td> <td>Bachelor Exchange Courses</td> </tr> <tr> <td>SBE Non Degree Courses</td> <td>Bachelor Courses</td> </tr> </table>							Bachelor Economics and Business Economics - Economics	Year 3 Business 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	Transitional Regulations	See prerequisites	SBE Exchange Bachelor	Bachelor Exchange Courses	SBE Exchange Master	Bachelor Exchange Courses	SBE Non Degree Courses	Bachelor Courses
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