Course Descriptions None 2023-2024

Course Title	Strategic Management of Technology and Innovation
Course Code	BENC2016
ECTS Credits	5,0
Assessment	Whole/Half Grades

Period

Period	Start	End	Mon	Tue	Wed	Thu	Fri
1	4-9-2023	20-10-2023		X		X	L

Level	no level
Coordinator	Simon Kleinert For more information:s.kleinert@maastrichtuniversity.nl
Language of instruction	English
Goals	This course aims to equip students with competencies related to strategic management of innovation, these competencies include: (1) Holism: Making connections between different ideas, concepts and goals forms the heart of strategy, innovation, renewal, and entrepreneurship. This course exercises students' whole system thinking skills and intellectual ability to make connections. (2) Co-creation: The defining quality of innovative systems is co-creation between research, business, governments, and the non-profit sector. Situations that require co-creation are often complex, uncertain and no two projects are alike. This course addresses such real-life business situations to co-create a novel point of view. Multidisciplinary teams will co-create and collaborate on concepts and ideas that will shape the future of business in the fast-changing world of technology and innovation. (3) Solution-oriented thinking: Academic education tends to focus on the craving for certainty and perfectionism. We run econometric tests to check for every assumption we make. While the routine to test every mental step we make is good about academics, it is also a pitfall. In real life, we work with what we have. Problems are there to be solved with all the available tools, both those from this course and from others, as well as from prior experience and tools from every student who joins in the exercise. In other words, the main objective is that after having accomplished the course, students can go beyond the studied concepts. They should be able to translate the concepts and theories into real-life solutions in various contexts and situations, i.e., they should be able to generalize the learned material, extend their problem-solving skills, and prove creativity. Think "outside of the box" by building a bigger box to think inside of!
Description	This is an introductory course to the management of innovation. It aims at introducing theories, models and tools to the students that are central to the strategic management of technological 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 assignments 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	Schilling, M. A., & Shankar, R. (2019). Strategic management of technological innovation. McGraw-Hill Education.
Prerequisites	An advanced level of English.
Keywords	
Teaching methods	PBL / Presentation / Assignment / Groupwork
Assessment methods	Participation / Written Exam / 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 Business Engineering	Year 3 Elective Course(s)
SBE Exchange Bachelor	Bachelor Exchange Courses
SBE Exchange Master	Bachelor Exchange Courses