

## Course Descriptions Bachelor 2020-2021

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	12-4-2021	28-5-2021		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. THE INFORMATION PROVIDED HERE IS BASED ON THE COURSE SETUP PRIOR TO THE CORONAVIRUS CRISIS. AS A CONSEQUENCE OF THE CRISIS, COURSE COORDINATORS MAY BE FORCED 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. 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. An advanced level of English							
Teaching methods	PBL / Presentation / Lecture / Assignment / Groupwork							
Assessment methods	Attendance / Participation / Written Exam / Assignment							
Evaluation in previous academic year	For the complete evaluation of this course please click <a href="http://iwio-sbe.maastrichtuniversity.nl/rapporten.asp?referrer=codeUM">http://iwio-sbe.maastrichtuniversity.nl/rapporten.asp?referrer=codeUM</a>							
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				
	Pre-master International Business specialisation Entrepreneurship and Business Development			Disciplinary Course(s)				
	Pre-master International Business specialisation Strategy and Innovation			Disciplinary Course(s)				
	SBE Exchange Bachelor			Bachelor Exchange Courses				
	SBE Exchange Master			Bachelor Exchange Courses				
	SBE Non Degree Courses			Bachelor Courses				