

## Course Descriptions NonDegree 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:</p> <p>This course is in transition within the:</p> <ul style="list-style-type: none"><li>* pre-master International Business specialisation Entrepreneurship and Business Development</li><li>* pre-master International Business specialisation Strategy and Innovation</li></ul> <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.</p> <p>TRANSITIONAL REGULATION (EBC2068):</p> <p>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.</p> <p>TRANSITIONAL REGULATION (EBC2068):</p> <p>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:</p> <p>Basic knowledge of: management/business economics, organization and strategy.</p> <p>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 <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 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			