COURSE DETAIL

STRATEGIC MANAGEMENT OF TECHNOLOGY AND INNOVATION
Country Netherlands
Host Institution Maastricht University - School of Business and Economics
Program(s) Business and Economics, Maastricht
UCEAP Course Level Upper Division
UCEAP Subject Area(s) Economics Business Administration
UCEAP Course Number 101
UCEAP Course Suffix
UCEAP Official Title STRATEGIC MANAGEMENT OF TECHNOLOGY AND INNOVATION
UCEAP Transcript Title MGMT TECH & INNOVTN
UCEAP Quarter Units 6.00
UCEAP Semester Units 4.00

Course Description

This is an introductory course to the management of innovation. Core topics covered in this course include market failures faced by innovating firms, knowledge about the various definitions of 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. PREREQUISITES: Basic knowledge of management/business economics, organization, and strategy.

Language(s) of Instruction
English

Host Institution Course Number
EBC2068

Host Institution Course Title
STRATEGIC MANAGEMENT OF TECHNOLOGY AND INNOVATION

Host Institution Course Details
https://code.unimaas.nl/Code/Display?intCalendarID=31&intBAMA=3&SearchString=EB...

Host Institution Campus
Maastricht University

Host Institution Faculty
School of Business & Economics

Host Institution Degree

Host Institution Department

Course Last Reviewed
2024-2025

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