

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 Campus

Maastricht University

Host Institution Faculty

School of Business & Economics

Host Institution Degree

Host Institution Department

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