

Course Title	Management Innovation Technology				
Course Code	MIS301				
Course Type	Compulsory				
Level	BSc/1st Cycle				
Year / Semester	3 RD /5 TH				
Teacher's Name	Stavros Katsaronas				
ECTS	7,5	Lectures / week	3 hours	Laboratories / week	-
Course Purpose and Objectives	<p>The main objectives of the course are to:</p> <ul style="list-style-type: none"> • Provide a comprehensive understanding on the strategic management of new and established businesses in technology-intensive industry. • Provide frameworks for analyzing key aspects of new and established businesses as well as ways to apply these frameworks. • Identify ways to: a) discover and evaluate sources of opportunities for innovation; b) provide products and services that satisfy the needs of customers; c) develop mechanisms to appropriate the returns from the exploitation of the opportunity; d) organize the efforts to innovate. 				
Learning Outcomes	<p>After completion of the course students are expected to be able to:</p> <ul style="list-style-type: none"> • understand the important role of the strategic management of new and established businesses in technology-intensive industry; • use the core information to apply frameworks to analyze key aspects of new and established businesses; • discover and evaluate sources of opportunities for innovation; • provide products and services that satisfy the needs of their customers; • develop mechanisms to appropriate the returns from the exploitation of the opportunity; • organize their efforts to innovate. 				
Prerequisites		Required			-
Course Content	<p>INTRODUCTION SECTION I: Understanding Technological Change</p> <ul style="list-style-type: none"> • Technology Evolution • Technology Adoption and Diffusion 				

	<ul style="list-style-type: none"> • Sources of Innovation <p>SECTION II: Coming up with Innovations</p> <ul style="list-style-type: none"> • Selecting Innovation Projects • Customer Needs • New Product Development <p>SECTION III: Benefiting from Innovation</p> <ul style="list-style-type: none"> • Patents • Trade Secrets, Trademarks, and Copyrights • Capturing Value from Innovation • Competitive Advantage in High Tech Industries • Technical Standards <p>SECTION IV: Formulating Technology Strategy</p> <ul style="list-style-type: none"> • Collaboration Strategies • Strategic Human Resource Management of Technical Professionals
Teaching Methodology	Faculty Lectures and Guest-Lectures Seminars, Directed and Background Reading Case-studies, In-class Exercises, Lecturer-led Presentations.
Bibliography	<p>Essential Reading</p> <p>Scott A. Shane, (2014), <i>Technology Strategy for Managers and Entrepreneurs: Pearson New International Ed.</i>, Prentice Hall, ISBN : 10: 1292040327</p> <p>AfsanehNahavandi, (2015), <i>The Art and Science of Leadership, Global Edition, 7th Ed.</i> ISBN : 9781292060187</p>
Assessment	Project, Assignments, FinalExam
Language	English