

Technology, Strategy and Innovation

BMAN 20792

Credit rating 10

Unit coordinator: Elvira Uyarra

Alliance Manchester Business School

Undergraduate

Level 2

Course unit overview

Lectures will initially address the nature of technology strategy and how strategy is selected and implemented in firms, as well as focusing on innovation management practices in both large and small firms. Further topics to be covered will include:

- Open innovation business model
- Sources of innovation
- Organisation of R&D
- Collaboration and partnerships
- External acquisition of technologies
- Globalisation of R&D and International technology transfer
- IP Rights and other issues related to intellectual property

Aims

To introduce understanding of the main issues and conceptual frameworks involved in the design of technology strategy and management of innovation within national and international contexts.

Learning outcomes

- Be familiar with the main issues and literature associated with the strategic management of technology and innovation in firms and have an understanding of main issues involved in the areas of knowledge generation, transfer and exploitation.
- Have used case studies and targeted readings to apply your knowledge in the context of an organisation
- To be able to develop professional and practical skills as well as transferable skills through group discussions and presentations

Teaching and learning methods

Methods of delivery: Lecture / Tutorials

Lecture hours: 10 (1 hours per week over 10 weeks)

Seminar hours: 10 (1 hour every week)

Private study: 80

Total study hours: 100

Informal Contact Methods

1. Office Hours

Assessment methods

2 hr examination- (80%) group assignment (20%)

Feedback methods

- Informal advice and discussion during a lecture, seminar, workshop or lab.
- Responses to student emails and questions from a member of staff including feedback provided to a group via an online discussion forum.
- Written and/or verbal comments on assessed or non-assessed coursework.
- Written and/or verbal comments after students have given a group or individual presentation.

Requisites

BMAN20792 is a free choice option for students with prior agreement from their home schools. Core for BSc ITMB (Strategy & Economics).

Recommended reading

Johnson, G. & Scholes, K., (2008), Exploring Corporate Strategy, 8th edition, FT Prentice Hall.

Schilling , M.A.(2013) Strategic Management of Technological Innovation. McGraw-Hill.

Tidd, J., and Bessant, J. (2009), Managing Innovation, Wiley, 4th Edition.

Dodgson, M. Gann, D. and Salter, A. The Management of Technological Innovation (published by Oxford University Press, ISBN 0-19-920853-1, 2008).

Scheduled activity hours

Lectures	10
Seminars	10

Independent study hours 80 hours

Additional notes

Pre-requisites - None

Co-requisites - N/A

Dependent Course Units - N/A

Programme Restrictions: Available as a free choice option to students who have received prior agreement from their registering School. Not available to BSc in Management/Management (Specialism), IMABS, IM or ITMB, except for ITMB (Strategy and Economics specialism).

BMAN20792 is available to study abroad and exchange students admitted through the University of Manchester's International Programmes Office.

Timetable<https://ug handbook.portals.mbs.ac.uk/Non-AllianceMBSstudents/Teachingtimetables.aspx>

For Academic Year

Updated:

Approved by: