Management of Technology

Academic Year: (2021 / 2022) **Review date: 10-06-2021**

Department assigned to the subject: Business Administration Department

Coordinating teacher: PALOMERAS VILCHES, NEUS

Type: Electives ECTS Credits : 2.0

Year : 1 Semester : 2

REQUIREMENTS (SUBJECTS THAT ARE ASSUMED TO BE KNOWN)

- Strategic Management

OBJECTIVES

After the course, the students will be able to:
- Detect the challenges of the investment in R&D by firms
- Understand the impact of technological innovation in firms and society
- Identify the appropriability strategies available to innovative firms
- Identify the implications of the management of intellectual property rights by firms
- Understand the strategies and organizational practices that help companies to innovate effectively

DESCRIPTION OF CONTENTS: PROGRAMME

These are the contents of this subject:
1. Introduction to Technological Innovation. Sources of Innovation
2. Appropiability: Legal mechanisms (patents, trade secrets)
3. Appropiability: Strategic Mechanisms.
4. Technology Evolution. Technology Adoption
5. Organizational aspects

LEARNING ACTIVITIES AND METHODOLOGY

LEARNING ACTIVITIES

Lectures
Case studies and exercices
Individual and teamwork

ASSESSMENT SYSTEM

Final exam (50%)
Class discussion, assignments and group presentation (50%)

% end-of-term-examination:	50
% of continuous assessment (assigments, laboratory, practicals…):	50

BASIC BIBLIOGRAPHY

- Shane, Scott. Technology Strategy for Managers and Entrepreneurs., Prentice Hall,, 2009

ADDITIONAL BIBLIOGRAPHY

- Margaret A. White, Garry D. Bruton The Management of Technology and Innovation: A Strategic Approach, Thompson South-Western, 2007