Technology Management

Academic Year: (2022 / 2023)   **Review date: 10-05-2022**

Department assigned to the subject:

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.
2. The ecosystem of technological innovation.
3. Appropiability: Intellectual property
4. Appropiability: Strategic mechanisms
5. Current topics: Artificial intelligence

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