

# ***Technology, Strategy and Innovation***

***BMAN 20792***

**Credit rating 10**

**Unit coordinator:** Dr. Shukhrat Nasirov

***Alliance Manchester Business School***

*Undergraduate*

## ***Level 2***

### **Course unit overview**

Lectures will initially address the nature of technology strategy and how this strategy is selected and implemented in firms, as well as focus 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
- Intellectual property (IP) rights and other issues related to IP

### **Aims**

To develop an understanding of the main issues and theoretical frameworks used to design technology strategy and manage innovations within national and international contexts.

### **Learning outcomes**

- Understanding the nature of innovation processes and becoming familiar with the characteristics of technologies.
- Understanding the core principles underpinning the management of innovations, the development of technologies in firms, as well as how business strategies and technological competencies interact.
- Appreciating the range of frameworks (including their strengths and weaknesses) used in the analysis of the strategic management of technologies.
- Applying the knowledge acquired during the course to the context of various organizations (by using case studies and targeted readings).
- Developing professional and practical skills, as well as transferable skills through group discussions and presentations.

### **Teaching and learning methods**

Methods of delivery: Lecture / Seminars

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

Seminar hours: 10 (1 hour per week over 10 weeks)

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.

### **Recommended reading**

[1] Schilling, M.A. (2019) *Strategic management of technological innovation*. 6th Edition. New York, NY: McGraw Hill.

[2] Dodgson, M., Gann, D., and Salter, A. (2008) *The management of technological innovation: Strategy and practice*. 2nd Edition Oxford: Oxford University Press.

[3] Tidd, J., and Bessant, J.R. (2020) *Managing innovation: Integrating technological, market and organizational change*. 7th Edition. New York, NY: John Wiley & Sons, Inc.

### **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:

The course is available as a free choice option to students who have received prior agreement from their registering School. It is not available to BSc in Management/Management (Specialism), IMABS, IM, or ITMB, It is available to study abroad and for exchange students admitted through the University of Manchester's International Programmes Office.

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

For Academic Year 2022/2023

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Approved by: