



Exchange programme Vrije Universiteit Amsterdam

Vrije Universiteit Amsterdam - Exchange programme Vrije Universiteit Amsterdam - 2024-2025

Exchange

Vrije Universiteit Amsterdam offers many English-taught courses in a variety of subjects, ranging from arts & culture and social sciences, neurosciences and computer science, to economics and business administration.

The International Office is responsible for course approval and course registration for exchange students. For details about course registration, requirements, credits, semesters and so on, please [visit the exchange programmes webpages](#).

Strategic Management of Technology and Innovation

Course Code	E_MFEN_SMTI
Credits	6
Period	P1
Course Level	300
Language Of Tuition	English
Faculty	School of Business and Economics
Course Coordinator	dr. S.A. Rijdsdijk
Examiner	dr. S.A. Rijdsdijk
Teaching Staff	M. Bansal, E.M. Haynes, H.K. Fults, dr. S.A. Rijdsdijk, C.C. van der Geest, prof. dr. ir. J.J. Berends
Teaching method(s)	Seminar, Lecture

Course Objective

Academic & research skills:

In this course students learn to critically evaluate innovation management concepts from academic literature and popular management press.

Bridging theory and practice - knowledge:

In this course, students gain theoretical understanding concerning:

- innovation types and the external innovation environment including innovation trajectories, standards, platforms, and ecosystems
- the development of innovation strategies and their operationalization in project selection, collaboration, and protection
- the product development process and organizational conditions for innovation

In this course, students gain insight in:

- the strategic importance of technological innovation for firms and society,
- recent developments in technology and innovation

Bridging theory and practice - application

- In this course, students develop skills to analyze real life cases.

Course Content

This course focuses on the strategic management of technology and innovation. Innovation refers to the development and implementation of new products, services, processes and business models and many of those innovations are enabled by technological developments. Innovation is crucial for business organizations to stay competitive in ever changing markets. In this course, students learn to understand and apply basic theories behind the processes of technology-based innovation within organizations and their environments, the development of innovation strategies, and the organizational implementation of innovation strategies. Theoretical understanding is applied in a simulation game and real life cases focusing on managerial dilemmas in the management of innovation.

Additional Information Teaching Methods

Lectures Tutorials

Method of Assessment

Individual assignment

Group assignments

Written exam

Literature

- Schilling, M. (2019). Strategic management of technological innovation (6th ed). Boston: McGraw-Hill.
- Selection of academic articles (listed in course manual)
- Lectures, tutorials, and lecture slides/knowledge clips