



Management & Strategy

Technology and Strategy

Summer Semester

Institute:	Institute for Strategy, Technology and Organization
Lecturer:	Jörg Claussen, Prof. Dr.
Weekly hours:	4, 2 hours lectures and 2 hours tutorials
Credits	6 ECTS in module Technology and Innovation I (PO 15)
Examination:	The exam date and room plan are published on the ISC homepage in the "Klausur-Masterplan". You need to sign up for the exam on LSF to participate in the exam.
Course Material:	Slides and mandatory readings
Prerequisites:	none

Course Description & Structure

The focus of this course on the strategic management of technological innovations is motivated by the fact that technological innovation is now the most important driver of competitive success in many industries. Within this course, we first focus on the foundations of technological innovations by discussing the sources of innovations, types and patterns of innovation, and market entry. The second part of the course deals with formulating a firm's technological innovation strategy. In this part of the course, we discuss how firms define their strategic direction, choose innovation projects, collaborate with others, and protect their innovations. Finally, we focus on the implementation of the technological innovation strategy. We handle questions on how firms organize for innovations, how they manage their new product development process and their product development teams, and how to craft a deployment strategy.

The course is divided into a lecture and a tutorial. There will be two tutorial sessions each week, covering case studies and academic papers, respectively. It is highly recommended that students attend both session each week.

Lectures Overview/ Course Outline

1	Kick-Off
2	Sources of Innovation
3	Types and Patterns of Innovation
4	Market Entry
5	Defining the Organization's Strategic Direction
6	Choosing Innovation Projects
7	Collaboration Strategies
8	Protecting Innovation
9	Organizing for Innovation
10	Managing the New Product Development Process
11	Managing New Product Development Teams
12	Crafting a Deployment Strategy

Selected Literature

Melissa A. Schilling: Strategic Management of Technological Innovation (6th Edition)