INTERNATIONAL SUMMER SCHOOL 2022

SYLLABUS

Academic year 2021/2022

International Summer School 2022

Academic and language requirements

Courses are open to Undergraduate and Graduate students providing that applicants have the **pre-requisites** specified in the course's syllabus.

Courses are taught and assessed in English. For non-native speakers of English, B2 (CEFR) or equivalent (TOEFL IBT 72, IELTS 5.0, TOEIC 750) is highly recommended.

Additional information

For details about study programmes offered by EM Normandie please contact:

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International Summer School 2022

COURSE TITLE	TECHNOLOGY AND INNOVATION MANAGEMENT		
Session and Campus	**International Summer School from 4 to 13 July 2022 in LE HAVRE**		
Teaching delivery	**On campus, attendance mandatory**		
Workload (1h = 60 min)	**30 class-hours** + Independent learning hours	**ECTS credits**	**6**
Professors	**Mario MENDOZA (PhD)** mmendoza@em-normandie.fr Assistant Professor at EM Normandie Business School (Le Havre) Strategy and Entrepreneurship https://www.em-normandie.com/en/mendoza-mario		
Pre-requisite(s) for attending the course	Basic knowledge of Management and Strategy concepts acquired either by conducting individual research or formally through a Bachelor or Master program in management.		
Learning goal(s)	▪ Provide participants with an understanding of the key concepts of technology and innovation, their relationship with economics and with the organizational environment, and their overall impact on management and organizations ▪ To create and deliver value for organizations with innovation and technology strategies ▪ Equip participants with the conceptual frameworks and analytical tools needed to formulate potential strategies to implement Technology and Innovation Management in organizations ▪ Identify the strategic and organizational challenges involved in managing technological innovations		
Learning objective(s)	▪ To Identify the strategic and organizational challenges involved in managing technological innovations ▪ To grow a strategist mind to address technology and innovation managerial challenges ▪ To gain knowledge of how to define a strategy for a technology driven company ▪ To understand how to make innovation happen in an organization		
Learning outcome(s)	▪ Identify and critically analyze technology and innovation management issues ▪ Recognize different ways of managing innovation such as alliances, open innovations, etc. ▪ Clearly articulate and defend why and how technology and innovation contribute to the competitive advantage and longevity of organizations ▪ Apply strategic tools and techniques to real business situations and cases		
Course description	The incessantly changing landscape of technology, combined with rapidly developed innovations taking place across industries, offers a rich set of opportunities and challenges for future managers. This course is for those interested in managing a business for which technology is likely to play a major role; it equips you with knowledge and skills to manage technology and innovations in a variety of organizational contexts. Whether you are looking to start your own business or work as an agent of change within a family business or corporate setting, this course will help you unleash the value of innovative technologies and identify novel market opportunities. **Contents:** Technology, Innovation and Management Fundamentals Technology-Push Innovation and Demand-Pull Innovation Managing Product (goods/services) Innovation and Process Innovation Competence-destroying change and Competence that favors change Dynamic Capabilities Defining and Evaluating Added Value Innovation Strategy and Next Steps		

	Methods: The course will promote interactions between students and the instructor. Before each session, students will be expected to have read the class material. During class sessions, students will work in groups to answer specific questions, and discuss what they have learned. Concepts and ideas will be illustrated with concreted examples, case studies and complementary class material.	
Teaching Material	Students will receive: • Class work material including case studies, selected readings and other necessary • A recommended bibliography to complement the in-class material	
Evaluation criteria	**Continuous assessment**: 40% Work in class (case study discussions, team & individual exercises and analysis)	**Final assessment**:60% Open-book case study analysis (to implement all theoretical learnings from course)
Recommended readings	Books: • Schilling, Melissa A. Strategic management of technological innovation, 6th edition, Boston McGraw-Hill/Irwin, corp. 2019. A full list of recommended articles, case studies and white papers is included in the course material Consult course material (will be accessible on moodle platform during class period).	