



INTERNATIONAL
HELLENIC
UNIVERSITY

DEPARTMENT OF
BUSINESS ADMINISTRATION

Serres Campus
Terma Magnesias, 62124, Serres - Greece

COURSE DESCRIPTION

INNOVATION AND TECHNOLOGY MANAGEMENT

Semester: 5th

Lectures: 3 hours per week

ECTS: 5

Course objective:

The course aims to:

- Highlight the strategic role and importance of innovation, as an internal dimension, and technology, as an external dimension, to business success.
- Present and analyze methodologies and tools for the development and management of innovation and technology.
- Link business operation to innovative action and use of technology.
- Encourage the development of an innovative spirit by students.

Learning outcomes:

Upon completion of the course, students should be able to:

- Understand the concepts of innovation and technology and recognize their importance for business development and future.
- Know and apply methods, techniques and tools for the development and management of innovation and technology.
- Be aware of modern approaches to the development and management of innovation and technology that strengthen the development and operation of modern business models (open models, business ecosystems, etc.).
- Understand opportunities and problems, manage situations and propose solutions.

Course content:

- Introduction to technology and innovation management
- Basic concepts and procedures for managing technology and innovation
- Strategy and management of technology and innovation
- Development of innovation: innovation models
- Disruptive Innovation
- Open innovation
- Business model innovation
- Innovation Management: Design, implementation and evaluation
- Technology Management: Design, implementation and evaluation
- Strategic technology management: Business ecosystems and cooperation strategies

Exam methods:

- Multiple choice questions
- Theory understanding
- Case study analysis