

Course Title	<b>Use of Innovation and Knowledge in R&amp;D Intensive Firms</b>				
Course Code	<b>MBE5304</b>				
Course Type	Compulsory course				
Level	Graduate level				
Year / Semester	B Semester				
Teacher's Name	Visiting Academic Staff				
ECTS	4	Lectures / week	5	Laboratories / week	
Course Purpose and Objectives	Having artificial intelligence as a benchmark technology, a series of 5 lectures will provide the student with an array of case studies and exercises that aim in developing the competencies needed for implementing innovation strategy projects as an SME. The focus of these lectures is in understanding the strategic implications of current and emerging technologies, and managing knowledge and change.				
Learning Outcomes	<ul style="list-style-type: none"> <li>▪ Clearly understand the key concepts of strategically using innovation and knowledge in business.</li> <li>▪ Clearly understand the basic elements of innovation strategy and the significance of an innovation (and knowledge) management strategy for small and medium sized enterprises (SMEs).</li> <li>▪ Develop the ability to design and execute innovation strategy projects at SMEs.</li> <li>▪ Managing risk and reward in an innovation portfolio.</li> <li>▪ Work effectively both individually and within a team environment.</li> </ul>				
Prerequisites		Required			
Course Content	The aim of the course is to provide students with a clear understanding the strategic use of innovation and knowledge in business, and the ability to develop and implementing innovation strategy at SMEs. In addition, the course aims to provide students with theory and tools in managing risk and reward in an innovation portfolio.				
Teaching Methodology	Lectures and workshops				
Bibliography	R. A. Burgelman, C. M. Christensen, S. C. Wheelwright (2009) <i>Strategic Management of Technology and Innovation</i> , Harvard Business School Press, 5 <sup>th</sup> Edition (ISBN: 0073381543).				
Assessment	Examinations 60% Group assignment 40%				
Language	English				
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