

NIRMA UNIVERSITY
Institute of Management
Master of Business Administration (Full Time) Programme/
Integrated Bachelor of Business Administration-Master of Business
Administration Programme/
Master of Business Administration (Family Business &
Entrepreneurship) Programme

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Course Code	MFT5SESM07 MBM5SESM07 MFB5SESM08
Course Title	Management of Technology and Innovation

Course Learning Outcomes (CLO):

After successful completion of the course, student will be able to:

1. Demonstrate how Technology and Innovation is useful in Business
2. Determine the role of evolution of technology and innovation.
3. Formulate Technology and Innovation strategy for the firms.

Syllabus

Teaching Hours

Unit I : Introduction to Technology and Innovation – Management Aspects <ul style="list-style-type: none"> • Concept and Meaning; Definition • Evolution and Growth of Technology, • Forms and types; • Process technology, Product technology, • Sources of Innovation Types of Innovation • Adoption of Innovation 	10
Unit II: Technology Adoption, Diffusion, and Absorption <ul style="list-style-type: none"> • Technology Adoption • Technology diffusion • Innovation diffusion process • Role of technology absorption 	10
Unit III: Technology and Innovation Strategy and Competitiveness: <ul style="list-style-type: none"> • Technology Strategy, Innovation strategy and management • Competitive Advantage- Components of competitive advantage • Creating competitive advantage using value chain, Technology/Innovation, Evaluation or Assessment 	10

Suggested Readings:

1. Shane, S., Technology Strategy for Managers and Entrepreneurs, Pearson Education, New Delhi
2. Afuah, A., Innovation management: strategies, implementation and profits, Oxford University Press

w.e.f. Academic Year 2019-20 and onwards

