



# National University of Sciences and Technology

## Course Description

Course Title	Course Code	Credit Hours
Technological Innovation Management	DME-819	3 – 0

### Textbook:

- Strategic Management of Technological Innovation, M.A. Schilling, 6th edition, McGraw Hill

### Reference Books:

- Strategic Management of Technological Innovation, M.A. Schilling and Ravi Shankar, 6th edition, McGraw Hill.
- The Management of Technological Innovation, M. Dodgson, D. Gann, D. Salter, Oxford Press

### Course Objective:

- Brief introduction to inspection optimization of assets
- Understanding of the key concepts of technology and innovation
- Relationship with economics, organizational environment, their overall impact on management and organizations.
- Conceptual frameworks and analytical tools needed to do research on themes
- Topics of the Technology and Innovation Management field.
- Hybrid set of methods to understand the wide array of approaches
- Research in the field of Technology and Innovation

### Course Outline:

Introduction and Perspectives on TIM, Paradigms, Cycles, and Waves of Scientific, Technological, and Industrial Evolution, Technology-Push Innovation and Demand-Pull Innovation, Organization and Strategy View, Operations and Marketing View, Operations and Marketing View, New Product Development: Entrepreneurship View, Technological Competences and Organizational Inertia, Incumbents' Response to Technological Change and the Role of competences and Complementary Assets.

### ASSESSMENTS

Description	Percentage Weightage (%)
Assignments	05-10%
Quizzes	10-15%
Project	05-10%
Mid Semester Exams	30-40%
End Semester Exam	40-50%