

MGT-414

**Technology & innovation strategy**

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Cursus	Sem.	Type
Digital Humanities	MA2, MA4	Opt.
Management, Technology and Entrepreneurship minor	E	Opt.
Managmt, tech et entr.	MA2, MA4	Opt.

Language of teaching	English
Credits	3
Session	Summer
Semester	Spring
Exam	During the semester
Workload	90h
Weeks	14
<b>Hours</b>	<b>3 weekly</b>
Courses	1.5 weekly
Project	.5 weekly
<b>Number of positions</b>	

**Remark**

Special schedule. See the MTE website: <https://go.epfl.ch/mte>

**Summary**

This course focuses on the economic and organizational conditions that shape technological innovation by firms. The intent is for students to learn core concepts that can make innovation initiatives within a firm more successful, and to then apply those concepts to real business problems and cases.

**Content**

Strategic management differs from other courses in management in that it focuses on the firm as the unit of analysis. Accordingly, the course objectives are threefold: (1) to develop an understanding of how innovations emerge and gain adoption in the marketplace; (2) to gain insights into how firms can transform themselves into effective innovators; and (3) to evaluate strategies and structures that enhance venture success. The course is particularly applicable for students interested in working for, or learning about, technology-oriented companies. The class MGT404 is a useful follow-up to the present class.

**Keywords**

Technology  
Innovation  
Strategy

**Learning Outcomes**

- Explain core concepts for technology and innovation strategy
- Transpose concepts to real-world context
- Take into consideration ambiguity and uncertainty in a strategic analysis

**Transversal skills**

- Communicate effectively, being understood, including across different languages and cultures.
- Evaluate one's own performance in the team, receive and respond appropriately to feedback.
- Identify the different roles that are involved in well-functioning teams and assume different roles, including leadership roles.
- Keep appropriate documentation for group meetings.

- Resolve conflicts in ways that are productive for the task and the people concerned.
- Access and evaluate appropriate sources of information.
- Take feedback (critique) and respond in an appropriate manner.
- Summarize an article or a technical report.

### Teaching methods

The course will be taught through readings, lectures, discussions, individual research, group-organized research, and group presentations. We will analyze real companies in often fast changing environments. Students will be placed in the role of a key decision maker and asked to address issues related to the management of technical and innovative products and services for that firm.

### Expected student activities

- Attending lectures
- Working in group
- Reading written material
- Preparing case studies
- Debating/arguing

### Assessment methods

- Class participation: 25%
- Project (slide deck + presentation in class): 25%
- Final exam: 50%

### Supervision

Office hours	Yes
Assistants	Yes
Forum	No

### Resources

#### Virtual desktop infrastructure (VDI)

No

### Bibliography

A reading list will be distributed at the beginning of the course.

### Moodle Link

- <https://go.epfl.ch/MGT-414>

### Prerequisite for

MGT-411 Innovation Management