

**DEREE COLLEGE SYLLABUS FOR: IB 4267 INNOVATION AND TECHNOLOGY MANAGEMENT  
IN INTERNATIONAL BUSINESS**

(Updated Fall 2021)

**UK LEVEL: 6  
UK CREDITS: 15  
US CREDITS: 3/0/3**

IB 2006 International Business  
IB 3121 Global Business Management

**CATALOG  
DESCRIPTION:**

Origins and sources of creativity and innovation and the role of technology as a contemporary strategic imperative for multinational corporations. Innovation strategy, the R&D process and the management of knowledge. Innovation and value creation and sustainability from innovation.

**RATIONALE:**

This module enables students to evaluate the role of technology as a core strategic imperative for international companies and the impact of innovative activities on value creation across markets. Students also understand the inter-relationships between technology, innovation and sustainability and how eco-innovation is increasingly critical for success in international markets. Overall, the module will help students to understand the contemporary managerial challenges associated with effectively leveraging and managing creativity, innovation and technology in international business.

**LEARNING OUTCOMES:**

- As a result of taking this course, the student should be able to:
1. Discuss key concepts and theories pertaining to the strategic role of innovation and technology management in international business and MNEs.
  2. Interpret the difference between creativity, innovation and technology and assess the impact of each concept on the competitiveness of international corporations.
  3. Explain the relationship between technology sources, R&D activities, sustainability and elements of knowledge-related competitiveness.

**METHOD OF TEACHING  
AND LEARNING:**

- In congruence with the teaching and learning strategy of the college, the following tools are used:
- Classes consist of lectures, specialized video presentations, case study analysis, guest lectures, interactive discussions, and critical analysis of additional readings.
  - Office Hours: Students are encouraged to make full use of the office hours of their instructor in order to consult and discuss issues related to the course's content.
  - Use of blackboard site, where instructors post lecture notes, assignments instructions, timely announcements, as well as additional resources.

**ASSESSMENT:**

**Summative:**

First Assessment: Term project (individual, 2,300-2,700 words)	<b>60%</b>
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	<table border="1" data-bbox="613 138 1354 205"> <tr> <td data-bbox="613 138 1195 205">Final Assessment: Written Examination (essay-type questions)</td> <td data-bbox="1195 138 1354 205"><b>40%</b></td> </tr> </table> <p data-bbox="613 237 751 264"><b>Formative:</b></p> <table border="1" data-bbox="613 268 1354 300"> <tr> <td data-bbox="613 268 1195 300">Case study analysis and in-class discussion</td> <td data-bbox="1195 268 1354 300"><b>0</b></td> </tr> </table> <p data-bbox="613 333 1471 394">The formative assessment aims to prepare students for the examination.</p> <p data-bbox="613 396 1276 428">The term project tests the Learning Outcomes 1 and 2.</p> <p data-bbox="613 430 1200 462">The final examination tests Learning Outcome 3.</p> <p data-bbox="613 491 1390 522">Students are required to resit failed assessments in this module.</p>	Final Assessment: Written Examination (essay-type questions)	<b>40%</b>	Case study analysis and in-class discussion	<b>0</b>
Final Assessment: Written Examination (essay-type questions)	<b>40%</b>				
Case study analysis and in-class discussion	<b>0</b>				
<b>INDICATIVE READING:</b>	<p data-bbox="613 554 899 585"><b>REQUIRED READING:</b></p> <p data-bbox="613 615 1471 676">Schilling, M. A. (2020). <i>Strategic Management of Technological Innovation</i> (6<sup>th</sup> ed.). McGraw-Hill Education.</p> <p data-bbox="613 709 976 741"><b>RECOMMENDED READING:</b></p> <p data-bbox="613 774 732 806"><b>A. Books</b></p> <p data-bbox="613 808 1471 869">Alexander, B., &amp; Joe, T. (2019). <i>Managing Innovation: Internationalization of Innovation</i> (1<sup>st</sup> ed.). World Scientific.</p> <p data-bbox="613 898 1471 993">Dodgson, M., Gann, D. &amp; Salter, A. (2008) <i>The Management of Technological Innovation: Strategy &amp; Practice</i> (2<sup>nd</sup> ed.). Oxford University Press.</p> <p data-bbox="613 1026 748 1058"><b>B. Articles</b></p> <p data-bbox="613 1087 1438 1213">Asimakopoulos, G., Revilla, A. J., &amp; Slavova, K. (2020). External knowledge sourcing and firm innovation efficiency. <i>British Journal of Management</i>, 31(1), 123–140. <a href="https://doi.org/10.1111/1467-8551.12367">https://doi.org/10.1111/1467-8551.12367</a></p> <p data-bbox="613 1243 1417 1369">Audretsch, D. B., &amp; Belitski, M. (2020). The limits to collaboration across four of the most innovative UK industries. <i>British Journal of Management</i>, 31(4), 830–855. <a href="https://doi.org/10.1111/1467-8551.12353">https://doi.org/10.1111/1467-8551.12353</a></p> <p data-bbox="613 1398 1446 1493">Banalieva, E. R., &amp; Dhanaraj, C. (2019). Internalization theory for the digital economy. <i>Journal of International Business Studies</i>, 50(8): 1372-1387</p> <p data-bbox="613 1522 1463 1596">Buciuni, G., &amp; Pisano, G. (2021). Variety of Innovation in Global Value Chains. <i>Journal of World Business</i>, 56(2), 101167.</p> <p data-bbox="613 1625 1438 1719">Buckley, P. J., &amp; Hashai, N. (2020). Skepticism toward globalization, technological knowledge flows, and the emergence of a new global system. <i>Global Strategy Journal</i>, 10(1), 94-122.</p> <p data-bbox="613 1749 1446 1843">Cesareo, L., &amp; Stöttinger, B. (2015). United we stand, divided we fall: How firms can engage consumers in their fight against counterfeits. <i>Business Horizons</i>, 58(5), 527-537.</p> <p data-bbox="613 1873 1422 1946">Christensen, C. M., Raynor, M. E., &amp; McDonald, R. (2015). What is disruptive innovation. <i>Harvard business review</i>, 93(12), 44-53.</p>				

Gande, A., John, K., Nair, V.B. et al. (2020), Taxes, institutions, and innovation: Theory and international evidence. *Journal of International Business Studies*, 51, 1413–1442.

Hånell, S., Nordman, E., Tolstoy, D., & Sharma, D. (2018). Pursuing innovation: An investigation of the foreign business relationships of Swedish SMEs. *British Journal of Management*, 29(4), 817-834.

Harmancioglu, N., Tellis, G.J. (2018). Silicon envy: How global innovation clusters hurt or stimulate each other across developed and emerging markets, *Journal of International Business Studies*, 49(7), 902–918.

Hillebrand, S., Teichert, T., & Steeger, J. (2020). Innovation in family firms: an agency and resource-based lens on contingencies of generation and management diversity. *British Journal of Management*, 31(4), 792–810. <https://doi.org/10.1111/1467-8551.12375>

Jin, B. E., & Shin, D. C. (2020). Changing the game to compete: innovations in the fashion retail industry from the disruptive business model. *Business Horizons*, 63(3), 301–311. <https://doi.org/10.1016/j.bushor.2020.01.004>

Katsikeas, C., Leonidou, C., & Zeriti, A. (2016). Eco-friendly product development strategy: Antecedents, outcomes, and contingent effects. *Journal of the Academy of Marketing Science*, 44(6), 660-684.

Lynch, R., & Jin, Z. (2016). Knowledge and innovation in emerging market multinationals: The expansion paradox. *Journal of Business Research*, 69, 1593-1597.

Matricano, D., Candelo, E., Sorrentino, M. and Martínez-Martínez, A. (2019). Absorbing in-bound knowledge within open innovation processes. The case of Fiat Chrysler Automobiles. *Journal of Knowledge Management*, 23(4), 786-807.

Monaghan, S., Tippmann, E. & Coviello, N. (2020). Born digitals: Thoughts on their internationalization and a research agenda. *Journal of International Business Studies*, 51(1), 11–22.

Nakata, C. (2020). Design thinking for innovation: considering distinctions, fit, and use in firms. *Business Horizons*, 63(6), 763–772. <https://doi.org/10.1016/j.bushor.2020.07>.

Strange, R. and Zucchella, A. (2017), "Industry 4.0, global value chains and international business", *Multinational Business Review*, Vol. 25 No. 3, pp. 174-184.

Super, J. F. (2020). Building innovative teams: leadership strategies across the various stages of team development. *Business Horizons*, 63(4), 553–563. <https://doi.org/10.1016/j.bushor.2020.04.001>

van der Waal, J. W., Thijssens, T., & Maas, K. (2021). The innovative contribution of multinational enterprises to the Sustainable Development Goals, *Journal of Cleaner Production*, 285, 125319.

	<p>Visnjic, I., Wiengarten, F., &amp; Neely, A. (2016). "Only the brave: Product innovation, service business model innovation, and their impact on performance", <i>Journal of Product Innovation Management</i>, 33(1), 36-52.</p> <p>Weiblen, T. &amp; Chesbrough, H. (2015) "Engaging with Startups to Enhance Corporate Innovation", <i>California Management Review</i>, 57(2), 66-90.</p> <p>Other sources, incl. journal and newspapers' articles, research papers etc. recommended by the instructor throughout the semester.</p>
<b>INDICATIVE MATERIAL:</b> (e.g. audiovisual, digital material, etc.)	<p><b>REQUIRED MATERIAL: N/A</b></p> <p><b>RECOMMENDED MATERIAL: N/A</b></p>
<b>COMMUNICATION REQUIREMENTS:</b>	<p>Term project submitted in Word.</p> <p>Effective writing skills using appropriate terminology.</p>
<b>SOFTWARE REQUIREMENTS:</b>	<p>MS Office</p>
<b>WWW RESOURCES:</b>	<p> <a href="http://www.economist.com">www.economist.com</a>  <a href="http://www.bbc.co.uk/news/business/">www.bbc.co.uk/news/business/</a>  <a href="https://www.wsj.com">https://www.wsj.com</a>  <a href="http://www.wto.org">www.wto.org</a>  <a href="http://www.bloomberg.com">www.bloomberg.com</a>  <a href="https://ec.europa.eu/eurostat/">https://ec.europa.eu/eurostat/</a>  <a href="http://www.businessinsider.com">www.businessinsider.com</a>  <a href="http://www.techcrunch.com">www.techcrunch.com</a> </p> <p>Other internet sources suggested by the instructor throughout the semester.</p>
<b>INDICATIVE CONTENT:</b>	<ol style="list-style-type: none"> <li>1. Types and patterns of innovation</li> <li>2. Strategic management of the innovation process</li> <li>3. Managing new process/product development teams</li> <li>4. Diffusion of innovation in MNEs</li> <li>5. Knowledge Transfer in MNEs network</li> <li>6. Protection of innovation</li> <li>7. Innovation for Sustainability</li> <li>8. Technology, innovation and national competitiveness</li> <li>9. Technological advantages of emerging markets</li> </ol>