

GANPAT UNIVERSITY									
FACULTY OF MANAGEMENT STUDIES									
Programme	MBA		Branch/Spec.		Tech MBA (MBA Technology Management)				
Semester	I				Version	1.0.0.0			
Effective from Academic Year			2026-27		Effective for the batch Admitted in			July 2026	
Subject code	ICC502MTI		Subject Name		MANAGEMENT OF TECHNOLOGY and INNOVATIONS				
Teaching scheme					Examination scheme (Marks)				
(Per week)	Lecture(DT)		Practical(Lab.)		Total	CE	SEE	Total	
	L	TU	P	TW					
Credit	3	0	0		3	Theory	50	50	100
Hours	3	0	0		3	Practical			
Objective: To familiarise the students with the fundamental concepts of Technology and Innovation Management and highlight approaches in Technology and Innovations in emerging economies, which helps to enhance employability.									
Course Outcome: CO 1: Understand the fundamental concepts of innovation and technology management. CO 2: Develop management of innovation process, technology adoption and diffusion. CO 3: To understand the importance of Intellectual Property and R&D in innovation. CO 4: To make students understand about disruptive innovations. CO-5: Understand the unique innovation dynamics in emerging markets.									
Theory syllabus									
Unit	Content								Hrs
1	Foundations of Technology and Innovation Management: Definition and significance of innovation, Evolution of technology management, Types of innovation in product, process, service, The role of technology in driving innovation, Role of innovation in organizational success. Innovation Strategy and Competitive Advantage: Strategic innovation framework, Strategic management of technology, Resource-based view and innovation strategy, First-mover vs. fast-follower strategies, Achieving sustainable competitive advantage through innovation.								5
2	Managing the Innovation Process, Technology Adoption and Diffusion: Stages of innovation development, Idea generation and selection, Product and service innovation, Theories of technology adoption, Diffusion of innovations (Rogers' model), Technology acceptance models (TAM, UTAUT), Lifecycle of technological products, Factors influencing adoption rates. Open Innovation and Collaboration: Open innovation models, Collaborative networks and partnerships, User-driven innovation, Crowd-sourcing and co-creation.								10
3	Intellectual Property and Innovation: Types of intellectual property (IP), IP management strategies, Protecting and leveraging IP in innovation. Managing R&D and New Product Development and Innovation in Emerging Economies: Research and development (R&D) management, New product development processes, Time-to-market and innovation speed, Innovation challenges in emerging markets, Frugal innovation and reverse innovation, Case studies from emerging economies								10

4	Disruptive Innovation and Business Models: Disruptive innovation theory, Innovative business models, Innovations that reshape industries, Case studies of disruptive technologies. Sustainability and Technology Management: Role of technology in achieving sustainability goals, Green technologies and sustainable innovation, Circular economy principles.	10
5	Digital Transformation and Emerging Technologies: Artificial Intelligence, Blockchain, IoT, and their role in innovation, Digital business transformation frameworks, Challenges of implementing digital innovations. Future Trends in Technology and Innovation: Predicting technology trends and cycles, Impact of global challenges on innovation, Preparing for Industry 5.0 and beyond. Research & Development (R&D) and New Product Development: Organizing and managing R&D teams, Stage-gate processes for product development, balancing innovation speed and cost, Measuring R&D performance.	10
Practical content		
Reference Books		
1	Strategic Management of Technological Innovation, Melissa A. Schilling, 6th Edition (2019), McGraw-Hill Education	
2	The Management of Technological Innovation: Strategy and Practice, Mark Dodgson, David Gann, Ammon Salter, 3rd Edition (2014), Oxford University Press	
3	Innovation and Entrepreneurship: Practice and Principles, Peter F. Drucker, Revised Edition (2006), Harper Business	
4	Diffusion of Innovations, Everett M. Rogers, 5th Edition (2003), Free Press	
5	Open Innovation: The New Imperative for Creating and Profiting from Technology, Henry Chesbrough, 1st Edition (2003), Harvard Business School Press	
6	Managing Innovation: Integrating Technological, Market, and Organizational Change, Joe Tidd, John Bessant, Keith Pavitt, 6th Edition (2018), Wiley	
7	Technology Ventures: From Idea to Enterprise, Richard C. Dorf, Thomas H. Byers, Andrew J. Nelson, 5th Edition (2020), McGraw-Hill Education	