Module Definition Form (MDF)

Module code: MOD011053	**Version:** 1 **Date Amended:** 11/Apr/2025

1. Module Title
Strategic Innovation and Technology Management

2a. Module Leader
Gamze Saglam

2b. School
School of Economics, Finance and Law

2c. Faculty
Faculty of Business and Law

3a. Level
7

3b. Module Type
Standard (fine graded)

4a. Credits
15

4b. Study Hours
150

5. Restrictions

Type	Module Code	Module Name	Condition
Pre-requisites:	None		
Co-requisites:	None		
Exclusions:	None		
Courses to which this module is restricted:			

LEARNING, TEACHING AND ASSESSMENT INFORMATION

6a. Module Description

This module offers a comprehensive exploration of how organizations can strategically manage technology and innovation to foster competitive advantage and drive market success. You will gain practical skills in problem discovery, identifying technological opportunities, and creating customer-centric solutions. The course emphasizes the development of sustainable strategies for commercializing technology, with key areas of focus including technological disruption, standards battle, platform competition, technology transfer, and market adoption.

You will also build hands-on expertise in intellectual property (IP) management and collaboration strategies, equipping yourself to protect innovations and sustain competitive advantages. Additionally, this module emphasizes leadership in managing cross-functional innovation teams, with a focus on agile leadership and navigating the challenges of sustainable technology and organizational change.

Through a combination of key frameworks, real-world case studies, and practical activities, you will develop the skills to analyse and apply strategies for managing innovation in complex, competitive environments. This module ensures that you leave with practical tools for implementing innovation strategies, managing new product development (NPD) processes, and leading technological change in today's fast-paced industries.

6b. Outline Content

Understanding Technology and Innovation Management

- Theories of Innovation and Technological Change
- Sources of Technological Change, Standards Battles, and Platform Competition
- Technological Change and Industrialization
- Technology Transfer, Adoption, and Diffusion

Customer-Centric Innovation and Technology & Innovation Strategy

- Understanding Customer-Centric Innovation and Business Model innovation
- Technology and Innovation Strategy, and Timing of Market Entry
- Intellectual Property, Collaboration Strategies, and Innovation Portfolio Management

Managing Sustainable Innovation, Leadership, and Change

- Managing Sustainable Technology and Eco-Innovation (circular economy)
- Leading Innovation Teams and Agile Leadership
- Managing Organizational Change and Deployment Strategies

6c. Key Texts/Literature

The reading list to support this module is available at: https://readinglists.aru.ac.uk/

6d. Specialist Learning Resources

Software or simulation

7. Learning Outcomes (threshold standards)		
No.	**Type**	**On successful completion of this module the student will be expected to be able to:**
1	Knowledge and Understanding	Demonstrate an in-depth understanding of key theories, models, and frameworks related to technological innovation, disruption, and diffusion, including their applications in various industrial contexts.
2	Knowledge and Understanding	Analyse the dynamics of technological change, including standards battles, platform competition, and the timing of market entry
3	Intellectual, practical, affective and transferrable skills	Critically assess technology transfer, including readiness levels and intellectual property, and apply insights on customer-centric innovation and sustainability to develop strategic roadmaps that enhance global competitiveness.
4	Intellectual, practical, affective and transferrable skills	Evaluate technological opportunities and challenges with strategic tools to develop and implement innovation strategies that foster competitive advantage, while addressing sustainability, ethical issues, and the effects of technological change on human and social capital

8a. Module Occurrence to which this MDF Refers				
Year	**Occurrence**	**Period**	**Location**	**Mode of Delivery**
2026/7	ZZF	Template For Face To Face Learning Delivery		Face to Face

8b. Learning Activities for the above Module Occurrence			
Learning Activities	**Hours**	**Learning Outcomes**	**Details of Duration, frequency and other comments**
Lectures	14	1-4	1 hour Tutor-led Workshop (1hr x 11 weeks) Screencast or equivalent (20 minute maximum) x 10 weeks minimum
Other teacher managed learning	12	1-4	1 hour Student led Workshop (1 hr x 12 weeks)
Student managed learning	124	1-4	Learning activities provided and explained on Canvas and assessment preparations
TOTAL:	150		

9. Assessment for the above Module Occurrence

The assessment for some modules includes a presentation (see below for details on how this particular module is assessed). We recognise that presenting, especially to a large group, can cause significant anxiety or distress for some students. If this may affect you, please contact your Module Leader or the Disability and Neurodiversity Service as early as possible. We will work with you to consider appropriate reasonable adjustments. Depending on your individual needs, these might include, for example, presenting to a smaller group or presenting only to a member of academic staff.

Assessment No.	Assessment Method	Learning Outcomes	Weighting (%)	Fine Grade or Pass/Fail	Qualifying Mark (%)
010	Practical	1-4	50 (%)	Fine Grade	40 (%)
Presentation 15 minutes 1000 words equivalent					
Assessment No.	**Assessment Method**	**Learning Outcomes**	**Weighting (%)**	**Fine Grade or Pass/Fail**	**Qualifying Mark (%)**
011	Coursework	1-4	50 (%)	Fine Grade	40 (%)
Report 2000 words					

In order to pass this module, students are required to achieve an overall mark of 40% (for modules at levels 3, 4, 5 and 6) or 50% (for modules at level 7*).

In addition, students are required to:
(a) achieve the qualifying mark for each element of fine graded assessment as specified above
(b) pass any pass/fail elements

[* the pass mark of 50% applies for all module occurrences from the academic year 2024/25 – see Section 3a of this MDF to check the level of the module and Section 8a of this MDF to check the academic year]