



Administration (ADMN) 415

Strategy and Technology Innovation (Revision 6)

Delivery mode: [Individualized study online](#) with [eText](#)

Credits: 3

Area of study: Applied Studies (Business and Administrative Studies)

Prerequisites: [ADMN 232](#) and [BTMA 320](#)

Precluded: None

Challenge: ADMN 415 has a challenge for credit option.

Faculty: [Faculty of Business](#)

Status: Replaced with new revision, see the [course listing](#) for the current revision

Overview

ADMN 415: Strategy and Technology Innovation is a three-credit, senior-level course at Athabasca University in which you will learn how companies can strategically manage technology innovation and new product development. Technology innovation is considered to be a powerful means for companies to survive and compete in their markets. This course examines the strategies, tools, methods, and mechanisms companies need to implement in order to maximize their likelihood of success. Through studying a mix of the conceptual and the practical, you will think broadly about strategy as it is informed by the real-world application of technological innovations.

The concepts in this course apply to a variety of industries as well as not-for-profit organizations, as the fast pace of technological change affects a wide variety of businesses and institutions. Over three units, we will examine the strategies, tools, methods, and mechanisms companies need to implement in order to maximize their likelihood of success. The first lesson serves as an introduction to the course and underlines the importance of technological innovation in society and the economy. Unit 1, which consists of Lessons 2 through 5, explores the industry dynamics that shape the decisions and actions of individual firms. Unit 2, which consists of Lessons 6 through 9, covers the primary tools that help to develop a successful innovation strategy. Unit 3, which consists of Lessons 10 through 13, tackles the organizational and logistical questions of how firms implement their strategies.

Outline

Course Overview and Introduction

- Lesson 1: The Importance of Technological Innovation

Unit 1: Industry Dynamics of Technological Innovation

- Lesson 2: Sources of Innovation
- Lesson 3: Types and Patterns of Innovation
- Lesson 4: Standards Battles and Design Dominance
- Lesson 5: Timing of Entry

Unit 2: Formulating Technological Innovation Strategy

- Lesson 6: Defining the Organization's Strategic Direction
- Lesson 7: Choosing Innovation Projects
- Lesson 8: Collaboration Strategies
- Lesson 9: Protecting Innovation

Unit 3: Implementing Technological Innovation Strategy


- Lesson 10: Organizing for Innovation
- Lesson 11: Managing the New Product Development Process
- Lesson 12: Managing New Product Development Teams
- Lesson 13: Crafting a Deployment Strategy

Evaluation

To **receive credit** [↗](#) for ADMN 415 you must submit all three written assignments, participate in the online discussion, achieve a minimum grade of 50 percent on the Final Examination, and receive an overall course grade of **D (50 percent)** [📄](#).


Activity	Weight
Assignment 1	15%
Assignment 2	15%
Assignment 3	20%
Online Participation	10%
Final Exam	40%

Activity	Weight
Total	100%



The **final examination** for this course must be taken online with an AU-approved exam invigilator at an approved invigilation centre. It is your responsibility to ensure your chosen invigilation centre can accommodate online exams. For a list of invigilators who can accommodate online exams, visit the [Exam Invigilation Network](#) .

To learn more about assignments and examinations, please refer to Athabasca University's [online Calendar](#) .

Materials

Schilling, M. A. (2020). *Strategic management of technological innovation* (6th ed.). McGraw-Hill Education. ISBN 978-1-260-08795-6  (eText)

eText

Registration in this course includes an electronic textbook. For more information on [electronic textbooks](#) , please refer to our [eText Initiative site](#) .

Other Resources

All other learning resources will be available online.

Challenge for credit

Overview

The Challenge for credit process allows you to demonstrate that you have acquired a command of the general subject matter, knowledge,

intellectual and/or other skills that would normally be found in a university-level course.

Full information about [Challenge for credit](#) can be found in the Undergraduate Calendar.

Evaluation

To [receive credit](#) for the ADMN 415 challenge registration, you must achieve a grade of at least **D (50 percent)** on the examination.

Activity	Weight
Online Exam	100%
Total	100%



[Challenge for credit course registration form](#)

Important links

- › [Academic advising](#)
- › [Program planning](#)
- › [Request assistance](#)
- › [Support services](#)

Athabasca University reserves the right to amend course outlines occasionally and without notice. Courses offered by other delivery methods may vary from their individualized study counterparts.

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View [previous revision](#) 
