







# Administration (ADMN) 415

## Strategy and Technology Innovation (Revision 7)

<b>Status:</b>	Replaced with new revision, see the <a href="#">course listing</a>  for the current revision 
<b>Delivery mode:</b>	<a href="#">Individualized study online</a>  . Delivered via Brightspace.
<b>Credits:</b>	3
<b>Area of study:</b>	Applied Studies (Business and Administrative Studies)
<b>Prerequisites:</b>	<a href="#">ADMN 232</a> and <a href="#">BTMA 320</a>
<b>Precluded:</b>	None
<b>Challenge:</b>	ADMN 415 has a challenge for credit option.
<b>Faculty:</b>	<a href="#">Faculty of Business</a> 

## 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%
<b>Total</b>	<b>100%</b>

The **final examination** for this course must be requested in advance and written under the supervision of an AU-approved exam invigilator. Invigilators

include either ProctorU or an approved in-person invigilation centre that can accommodate online exams. Students are responsible for payment of any invigilation fees. Information on exam request deadlines, invigilators, and other exam-related questions, can be found at the [Exams and grades](#)  section of the Calendar.

## Materials

### Digital course materials

Links to the following course materials will be made available in the course:

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

## 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%

Activity	Weight
<b>Total</b>	<b>100%</b>

 **Challenge for credit course registration form**

## Important links

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

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.

*Opened in Revision 7, October 28, 2022*

*Updated July 9, 2025*

View **previous revision** 