

<b>Short Title:</b>	Technology & Innovation Management <b>APPROVED</b>
<b>Full Title:</b>	Technology & Innovation Management
<b>Module Code:</b>	MIOT H6018
<b>ECTS credits:</b>	5
<b>NFQ Level:</b>	9
<b>Module Delivered in</b>	<a href="#">1 programme(s)</a>
<b>Module Contributor:</b>	Brian Watters
<b>Module Description:</b>	This module reviews and analyses the business, social, ethical and legal issues that influence the process of adopting and managing innovative technology in the marketplace. It encompasses commercialisation strategies, intellectual properties, patents and copyright, management approaches, ethical principles, legal obligations and requirements. On completion, participants will have a comprehensive understanding of the issues associated with innovative technology and how to exploit and benefit from its adoption and implementing.
<b>Learning Outcomes:</b>	
<i>On successful completion of this module the learner will be able to</i>	
<ol style="list-style-type: none"> <li>1. Appraise and evaluate the current state of Entrepreneurship and Innovation policy</li> <li>2. Develop and implement coherent strategy for the creation and protection of innovative technology</li> <li>3. Develop and evaluate a commercialisation plan for new technology.</li> <li>4. Evaluate and justify the techniques used in managing entrepreneurial organisations</li> <li>5. Implement policies and procedures in compliance with current Data Protection legislation.</li> <li>6. Categorise and evaluate the ethical challenges faced by managers in a business environment</li> </ol>	

**Module Content & Assessment**

**Indicative Content**

**Managing the Value in Innovation (60%)**

Innovation and Entrepreneur Context and Policy. Managing Technology Transfer. Managing Innovation and Entrepreneurship in Technology - Innovation and the Diffusion of Technology, Defining Innovation, Classifying Innovations, Sources of Innovation, The Technology Innovation Life Cycle, Diffusion of Innovations. Managing Intellectual Property – definition, IP capture, IP rights, Infringement. Business Models and Plans for Innovation. Market Validation and Research. Innovation and Commercialisation. The Marketing Strategy. Developing and Building Entrepreneurial Organisations and teams - Analysing and Managing for Growth, Building the Team, Leading the Entrepreneurial Organisation, Entrepreneurial Network Organising, Entrepreneurial Learning and Change. Financing Innovation – sources, stages of finance, Investors, Negotiating, Due Diligence, Cash Flow and Profitability, Valuations, Risk Mitigation, Harvesting and Exit Strategies.

**EU Data Protection Directive 95/46/EC. (20%)**

Data Protection Act 1988. Data Protection (Amendment) Act 2003. Data Protection Principles. Rights and obligations under the acts. Statutory roles and obligations. Data protection rules and data security. Direct Marketing. Data transfer. Data Protection and Electronic Communications - SI 336 of 2011 - European communities (electronic communications networks and services) (privacy and electronic communications) regulations 2011.

**Business Ethics (20%)**

Ethical Reasoning. Business ethics and the nature of the corporation. Corporate Business Practices and Ethics. Ethical issues within a company. The national and international business context – Bribery, Fraud, Globalisation.

**Indicative Assessment Breakdown**

	%
Course Work Assessment %	100.00%

**Course Work Assessment %**

Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Presentation	Review of a case study in the area of Data Protection and the provision of proposed recommendations.	5	20.00	Week 2
Written Report	An analysis of an ethics based case study scenario and the presentation of findings.	6	20.00	Week 4
Project	Develop a business plan for implementation and commercialisation of startup technology.	1,2,3,4	60.00	Sem 2 End

No Final Exam Assessment %

**Indicative Reassessment Requirement**

**Coursework Only**

*This module is reassessed solely on the basis of re-submitted coursework. There is no repeat written examination.*

**Reassessment Description**

Students will be required to resubmit failed assignment components

**ITB reserves the right to alter the nature and timings of assessment**

**Indicative Module Workload & Resources**

**Indicative Workload: Full Time**

Frequency	Indicative Average Weekly Learner Workload
Every Week	2.00
Every Week	5.00

**Resources**

*Recommended Book Resources*

Natasha Evers, James Cunningham and Thomas Hoholm 2014, *Technology Entrepreneurship, Bringing Innovation to the Marketplace*, First Ed., Palgrave Macmillan Basingstoke [ISBN: 9781137020109]

edited by Michael Boylan., *Business ethics*, Second Ed., ; Wiley Blackwell [ISBN: 9781118494745]

Joe Tidd and John Bessant. 2013, *Managing innovation*, Fifth Ed., Chichester; John Wiley & Sons [ISBN: 9781118360637]

Melissa A. Schilling 2010, *Strategic management of technological innovation*, Third Ed., McGraw-Hill/Irwin New York [ISBN: 9780071289573]

*Supplementary Book Resources*

2014, *Technology Strategy for Managers and Entrepreneurs*, First Ed., Pearson Harlow [ISBN: 9781292040325]

K. Praveen Parboteeah and John B. Cullen. 2013, *Business ethics*, Routledge New York [ISBN: 9780415893688]

Diane Rowland, Uta Kohl, Andrew Charlesworth 2012, *Information Technology Law 4/e*, Fourth Ed., Routledge UK [ISBN: 9780415482370]

*Supplementary Article/Paper Resources*

Lewis, Lionel 2013, *The Confidence Game: Of Others and of Bernard Madoff.*, Society., Vol 50 Issue 3, p283- [ISSN: 0147-2011]

Lewis, Lionel 2013, *The Confidence Game: Backstage, the Accomplices.*, Society., Vol. 50 Issue 4, p365 [ISSN: 0147-2011]

Lewis, Lionel 2013, *The Confidence Game: Madoff and the 17th Floor Ensemble.*, Society, Vol. 50 Issue 5., 493 [ISSN: 0147-2011]

*Other Resources*

Website: *Business Ethics - companion website*  
<http://www.routledge.com/cw/parboteeah>

**Module Delivered in**

Programme Code	Programme	Semester	Delivery
BN_EMIOT_R	<a href="#">Master of Engineering in Internet of Things Technologies [BN535R 60 credits taught with a 30 credit research project]</a>	2	Elective