

MANAGING TECHNOLOGY AND INNOVATION

UNIT-1	INTRODUCTION AND PERSPECTIVES ON TIM (Technology and Innovation Management) <ul style="list-style-type: none">• Paradigms, Cycles, and Waves of Scientific, Technological, and Industrial Evolution• Technology-Push Innovation and Demand-Pull Innovation.• New Product Development: Organization and Strategy View• New Product Development: Operations and Marketing View
UNIT-2	COMPETENCE-DESTROYING CHANGE <ul style="list-style-type: none">• Competence-destroying change• Competences that favor change
UNIT-3	GOVERNING TECHNOLOGICAL CHANGE <ul style="list-style-type: none">• Frames of Dynamic Capabilities• Dynamic Capabilities Measured• Complementary Assets and Absorptive Capacities
UNIT-4	Exploration, Exploitation and Ambidexterity , Disruptive Innovations