

**Objectives:**

This graduate course approaches the subject of strategic management and innovation by introducing the students to key challenges in managing innovation as a strategic growth path of a firm. In addition, students will be faced with journal literature on key concepts in the field of strategic management and innovation. Based on that, case discussion and analysis is conducted on the basis of up-to date real-life business cases. The course addresses the subject as a strategic process and mirrors the strategic management process by progressing from assessing the competitive dynamics of a situation, to strategy formulation, to strategy implementation.

**Contents:**

- Conceptual and historical overview of groups of thought
- Market based view and Strategic Groups (MBV)
- Resource based view of the firm (RBV)
- Organizational capabilities and the core competency concept
- Knowledge based view of the firm
- Organizational routines and dynamic capabilities
- Strategic Planning and organizational Learning
- Uncertainty and strategic management

Students acquire the ability to analyze, explain and evaluate strategic management and innovation concepts, actions and processes, acquire an understanding of the knowledge, skills and approaches which make up the competence of strategically managing innovation, recognize the necessity to acquire and further develop understanding and skills for building management competencies in strategic innovation in the short, medium and long term. The students can apply the knowledge and skills acquired in operational, management and leadership positions in growth oriented, innovation driven companies and organizations

**Assessment:**

Assessment of this course is based on an oral examination and a mid-term written essay.