

COURSE OUTLINE

(1) GENERAL

SCHOOL	BUSINESS SCHOOL		
ACADEMIC UNIT	DEPARTMENT OF SHIPPING TRADE AND TRANSPORT		
LEVEL OF STUDIES	UNDERGRADUATE		
COURSE CODE		SEMESTER	7th
COURSE TITLE	INNOVATION MANAGEMENT		
INDEPENDENT TEACHING ACTIVITIES		WEEKLY TEACHING HOURS	CREDITS
		3	5
COURSE TYPE	SUBJECT AREA COURSE		
PREREQUISITE COURSES:	No		
LANGUAGE OF INSTRUCTION and EXAMINATIONS:	Greek		
IS THE COURSE OFFERED TO ERASMUS STUDENTS			
COURSE WEBSITE (URL)	https://eclass.aegean.gr/courses/TNEY115/		

(2) LEARNING OUTCOMES

Learning outcomes
<p>Upon successful completion of the course the students:</p> <ul style="list-style-type: none"> • have obtained knowledge about innovation management in the modern technological and economic environment, in particular the current, formal terminology, the main concepts and the main, modern economic and management approaches of innovation management • have the competences to apply the relevant conceptual frameworks in the field of shipping and transport and organizations and enterprises operating in a number of related markets • have the ability to synthesize and critically apply the techniques of innovation management in the modern work environment, in particular to evaluate and make decisions, and to implement innovation management initiatives / projects. In particular, recognize the different types of innovation (service, process, business model innovation, etc.), phases and management requirements of the innovation process (creation of ideas, acquisition of resources, creation of value etc) and support the above activities with corresponding methodologies / techniques (i.e. scenario analysis, business model canvas, SWOT, etc.). <p>Emphasis is put on the development of competences in terms of implementation abilities, as well as the ability to critically assess and make decisions in the strategic and operational context of shipping companies, port organizations and transport</p>

organizations and their wider technological and commercial-economic environment, where innovation management takes place.

General Competences

Search for, analysis and synthesis of information and knowledge on the subject of innovative management

- Adaptation and application of concepts, theory, methods to different environments / conditions (eg oceangoing shipping, urban transport, digital maritime technology, LNG technology, mobile urban transport applications, etc.)
- Decision making
- Autonomous work
- Teamwork
- Working in an international environment
- Working in an interdisciplinary environment
- Production of new research idea

(3) SYLLABUS

The course briefly includes the following lecture-sections:

1. Introduction - basic concepts, technology life cycle
2. Categories and types of innovation
3. The innovation process and sources of innovation
4. Business strategy and innovation management
5. Methodologies for designing and developing innovation
6. Methodologies for designing and developing innovation
7. Leadership and human resources issues
8. Case study of digital innovation
9. Case study of maritime technological innovation
10. Ecosystems of innovation, regional and sectoral innovation clusters
11. Systematic Innovation capabilities
12. The Greek case
13. Summarizing and concluding the course- course projects' completion workshop

(4) TEACHING and LEARNING METHODS - EVALUATION

DELIVERY.	FACE to FACE	
USE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY	Study, analysis of literature, case studies via e-library and e-academic sources	
TEACHING METHODS	<i>Activity</i>	<i>Semester workload</i>
	Lectures	39
	Study and Analysis of Bibliography	40
	Writing assignments	46
	Course total	125
STUDENT PERFORMANCE EVALUATION	<p>Written Work –Report and Public Presentation</p> <p>Detailed scoring / evaluation criteria are in writing, timely available and accessible to students (presentation in introductory lectures and course note in eclass platform)</p>	

(4) ATTACHED BIBLIOGRAPHY

- Suggested bibliography:

1. Strategic Management of Technological Innovation, Schilling A. Melissa
2. The Management of Technology and Innovation: A Strategic Approach, White Margaret A., Bruton Garry D.

- Related academic journals:

- (1) The Journal of Product Innovation Management, Wiley
- (2) Technovation, Elsevier
- (3) Harvard Business Review
- (4) MIT Sloan Management Review