Industrial Market and Technology Strategies

Programme course

12 credits

Industriella marknads- och teknikstrategier

TEIM04

Valid from: 2017 Spring semester

Determined by
Board of Studies for Industrial Engineering and Logistics

Date determined
2017-01-25

Main field of study
Industrial Engineering and Management

Course level
Second cycle

Advancement level
A1X

Course offered for
- Design and Product Development
- Industrial Engineering and Management - International, M Sc in Engineering
- Industrial Engineering and Management, M Sc in Engineering

Entry requirements
Note: Admission requirements for non-programme students usually also include admission requirements for the programme and threshold requirements for progression within the programme, or corresponding.

Prerequisites
Industrial Economics, Continuation course in Mathematics statistics, Industrail Marketing, Industrial Market Analysis

Intended learning outcomes
The student should be able to take part in the development and revision of market and technology strategies in industrial companies. The student should:
- Describe, compare and utilize theories and models of market and technology strategies regarding content and processes and also of models for strategic development and change.
- Be knowledgeable of the phases of market development and in what ways old and new technology are implemented both in developing and mature markets.
- Apply the theories and models in a strategic revision of a company
- Develop a skill in oral presentations and in writing project reports

Course content
Competition and competitive strategies, cooperative strategies, strategic networks, relationship marketing, service marketing, technology and market development, the innovation cycle, factors that support and obstruct market and technology strategies, how to develop early customer relations, the importance of standards, routines and norms.

Teaching and working methods
The course is organized around a number of lectures, seminars and a project assignment.There will also be a small number of guest lectures by experienced practioners.
The course runs over the entire autumn semester.

Examination

MUN1	Oral examination	6 credits	U, 3, 4, 5
PRA1	Project	6 credits	U, 3, 4, 5

Grades
Four-grade scale, LiU, U, 3, 4, 5

Department
Institutionen för ekonomisk och industriell utveckling

Director of Studies or equivalent
Johan Holtström

Examiner
Roland Sjöström

Education components
Preliminary scheduled hours: 96 h
Recommended self-study hours: 224 h

Course literature

Additional literature

Books

Moore, Geoffrey A., (2004) *Inside the tornado : strategies for developing, leveraging, and surviving hypergrowth markets*
ISBN: 0060745819, 9780060745813
New York : HarperBusiness Essentials, c2004.
Schilling, Melissa A., (2013) *Strategic management of technological innovation*
ISBN: 9780071326445
Boston : McGraw-Hill/Irwin, 2013

Compendia

Common rules

Regulations (apply to LiU in its entirety)

The university is a government agency whose operations are regulated by legislation and ordinances, which include the Higher Education Act and the Higher Education Ordinance. In addition to legislation and ordinances, operations are subject to several policy documents. The Linköping University rule book collects currently valid decisions of a regulatory nature taken by the university board, the vice-chancellor and faculty/department boards.

LiU's rule book for education at first-cycle and second-cycle levels is available at http://styrdokument.liu.se/Regelsamling/Innehall/Utbildning_pa_grund-_och_avancerad_niva.