

# EMBRACING TECHNOLOGICAL CHANGE



## Location

100% online on ESMT's learning Hub; live sessions delivered with Engageli.



## Tuition fee\*

€1,500



## Language

English



## Duration and workload

10 weeks, ~5 hours per week  
Participants are expected to complete all assignments and join live online sessions.



## Certificate

You will receive a digital certificate upon passing the course.



## Stackable credential

Earn 2 ECTS for successfully completing this course. Credits earned can count towards an MBA.



[Learn more about the Global Online MBA.](#)

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## Teaching methods

Group work

Business cases

Self-paced online learning

Weekly professor or tutor sessions

Are you ready to implement new technologies at your organization? The ever-evolving tech landscape of today demands unprecedented levels of adaptability and agility. In order to stay competitive, leaders must harness the power of invention, innovation and cutting-edge processes.

But keeping up requires a specific set of skills and competencies and an awareness of the key challenges you will face.

This program will help you master the ability to identify, adopt and implement new technologies and maintain your organization's competitiveness

## Is this program for you?

This program is for ESMT alumni operating at a senior level in established organizations or start-ups who wants to embrace technological change to differentiate their company, penetrate new markets, and achieve higher profit margins.

You will join students from the highly international Global Online MBA program for this course.

To successfully complete the course, you will need to be an active contributor to group work and submit assignments on time.

## You will learn how to:

- Grasp the essence of technological change and its impact on your firm's competitiveness
- Acquire strategic frameworks to identify and respond effectively to various patterns of technological change
- Maximize the value of new technologies through an advanced IP strategy
- Navigate challenges in organizing R&D and new product development
- Uncover the crucial connections between technology and corporate strategy

# Embracing technological change

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## Week 1: Technological change, the big picture

- Introduction to key aspects of technological change

## Week 2: Understanding technological change and innovation

- Who innovates?
- The S-curve concept
- Technological change for firms and industries

## Week 3: How data drives technological change

- Data-driven innovation
- Data as a tool and strategy
- The data industry

## Week 4: Responding to technological change

- Strategic intent and innovation strategy
- Dynamic capabilities

## Week 5: The innovation ecosystem

- Innovation network and ecosystem
- Collaboration forms and partners
- The Berlin ecosystem

## Week 6: Timing of entry

- Being first and its challenges
- Being last and its challenges

## Week 7: Capturing value from intangible assets

- Turning intangibles into property
- Patents, trade secrets, copyright and trademark

## Week 8: Managing R&D

- Organizational setup
- Ambidextrous organizations

## Week 9: Managing new product development

- New product development strategy

## Week 10: Wrap up and final assignment



## Faculty

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Stefan Wagner is a Professor of Strategy and Innovation, and Director of PhD studies at ESMT Berlin. His research interests cover the intersection of firm strategy, technological innovation, industrial organization, and law.

Engaging with students and the public on important innovation policy issues is a key aspect of his work. Beyond the classroom, he has worked with numerous clients on questions of innovation as well as data analytics.

## Contact

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**ESMT Berlin**

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