



DEPARTMENT OF MARKETING AND ENTREPRENEURSHIP
UNIVERSITY OF GHANA BUSINESS SCHOOL
COURSE CODE & TITLE: IBUS 606 - TECHNOLOGY & INNOVATION IN
INTERNATIONAL BUSINESS
CREDITS: 3

COURSE DETAILS

Instructor Name: Prof. Raphael Odoom

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Duration: 10 sessions (2-3 hours each)

Course Overview

This course offers an advanced, integrative exploration of the intersection between technology, innovation, and international business. It critically examines the transformative role of technological advancements in reshaping global markets, business models, and competitive dynamics. Drawing on contemporary theories, global best practices, and empirical insights, the course equips students with the analytical tools and strategic frameworks necessary to understand and leverage innovation across international contexts. Emphasis is placed on the challenges and opportunities faced by firms in emerging and developed markets, particularly as they adopt digital transformation, navigate technological disruption, and pursue innovation-driven internationalisation.

By the end of the course, students will possess a nuanced understanding of how innovation functions as a core strategic asset in international business, and how technology can be harnessed for value creation, organisational resilience, and sustainable global growth.

Course Objectives

This course is designed to enable students to:

1. Develop a critical understanding of the theoretical and practical dimensions of technological innovation in the context of international business.
2. Analyse the strategic implications of digital transformation, disruptive technologies, and innovation ecosystems for global firms.
3. Examine the processes through which innovation is developed, adopted, and diffused across borders, industries, and cultures.
4. Apply appropriate analytical tools and conceptual frameworks to assess innovation-driven international business strategies.
5. Critically evaluate the ethical, regulatory, and socio-economic considerations associated with technology and innovation in international markets.

6. Enhance professional competencies in presenting evidence-based recommendations, engaging with real-world problems, and working collaboratively in cross-cultural teams.

Learning Outcomes

On successful completion of the course, students will be able to:

- Demonstrate a robust understanding of key theories and models related to technology and innovation in international business.
- Analyse the impact of digital technologies and innovation on global competitiveness, customer value creation, and firm performance.
- Assess the strategic and operational implications of technological disruption for firms engaged in international markets.
- Design practical, ethically informed innovation strategies for firms operating across diverse institutional and cultural environments.
- Communicate complex ideas effectively through well-structured reports and presentations, both individually and in teams.
- Reflect critically on the role of innovation in shaping the future of international business, particularly in emerging markets.

Course Delivery

The course will be delivered through a dynamic mix of teaching and learning methods to promote deep engagement and applied competence:

- **Interactive Lectures** – To introduce core concepts and strategic frameworks.
- **Case Study Analyses** – To explore and critically evaluate real-world examples of technological innovation in international business contexts.
- **Guest Lectures** – Industry professionals and subject matter experts will share insights on contemporary practices and innovation challenges.
- **Group Projects** – Students will work collaboratively to develop strategic solutions to current technology-related business problems, integrating theory and practice.
- **Class Discussions** – Sessions will be highly participatory, encouraging debate and reflection on key issues. Students are expected to complete assigned readings before each session to contribute meaningfully.

This approach is intended to foster critical inquiry, reflective learning, and practical problem-solving—key capabilities for careers in international business strategy, innovation consultancy, and global entrepreneurship.

COURSE DELIVERY SCHEDULE

Session 1: Digital Transformations in International Business

- E-commerce trends and digital disruption
- Omni-channel strategies for global firms
- The changing landscape of international business: globalization, digitalization, and the rise of innovation.

Session 2: Sustainable innovation for International Business

- Technology innovation
- Understanding technological disruptions
- Sustainable competitive advantage

Session 3: Theoretical Frameworks for Understanding Technological Innovation

- Diffusion of Innovation Theory
- Resource-Based & Capability Views of the Firm
- Open Innovation and Collaborative Models

Session 4: Technology-Driven Marketing and Operations in International Business

- Digital marketing strategies for international audiences.
- Social media and its impact on global brand building.
- Emerging technologies in customer relationship management (CRM).

Session 5: Emerging Technologies and their Impact on International Business

- Blockchain, Artificial Intelligence (AI), Internet of Things (IoT), etc.
- Opportunities and challenges for global businesses
- Regulatory and ethical considerations

Session 6: Launching and Diffusing Innovation Strategies

- The adoption life cycle of innovative offerings.
- Product and psychological factors influencing innovations.
- Communication strategies for launching innovations.

Session 7: Service Innovation

- Internal mixes of the firm.
- Firm-customer interactivity issues.
- Addressing market issues in service innovation.

Session 8: Innovating through the Innovation Radar

- Understanding 12 different ways businesses can innovate
- The What, Who, How, and Where innovations are executed
- Future trends in business innovations

Session 9-10: Presentation of Case Studies and Best Practices in Innovation

- Analysing real-world examples of successful and unsuccessful innovative practices.
- Group presentations by students

GROUP PROJECT BRIEFS

There are suitable project briefs for assessment, designed to be engaging, challenging, and contemporarily insightful. These projects emphasise application, analysis, and strategic thinking, aligning with the course's objectives. Details of these will be shared with the cohort for groups to tackle and present them in class.

Recommended Readings

1. Tidd, J., & Bessant, J. R. (2020). *Managing innovation: integrating technological, market and organizational change*. John Wiley & Sons.
2. Christensen, C. M. (2011). *The innovator's dilemma: When new technologies cause great firms to fail*. HarperBusiness.
3. Chesbrough, H. (2017). The future of open innovation: The future of open innovation is more extensive, more collaborative, and more engaged with a wider variety of participants. *Research-Technology Management*, 60(1), 35-38.
4. Anning-Dorson, T. (2017). Innovation development in service firms: a three-model perspective. *International Journal of Services and Operations Management*, 28(1), 64-80.
5. Turban, E., King, D., Lee, J., Liang, T.P. and Turban, D.C. (2018). *Electronic commerce: A Managerial and Social Networks Perspective*. 8th Edition, Springer.
6. Sawhney, M., Wolcott, R., & Arroniz, I. (2006). The twelve different ways for companies to innovate. *Sloan Management Review*, 47(3), 75-81.