



# Technology and Innovation Management

## 2. Basic definitions: Macro, micro-vision and terms

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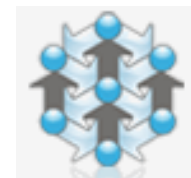
University of São Paulo

São Carlos Engineering School

Production Engineering Department

Advanced Manufacturing Nucleus

Integrated Engineering Group





## Goals of the lecture

To explore  
basic  
knowledge  
and  
capabilities  
on TIM

To present  
approaches,  
tools,  
methods and  
concepts  
useful for  
TIM

TIM: integrated  
Technology and  
Innovation Management

# Lecture Content

## Theory

- Basic definitions
- Innovation management
- Technology management



## Hands-on activities

- Roadmapping
- Design thinking (value proposition)
- Portfolio management
- Business Model Innovation

Integrated technology and innovation management (TIM)



## Objective of this presentation

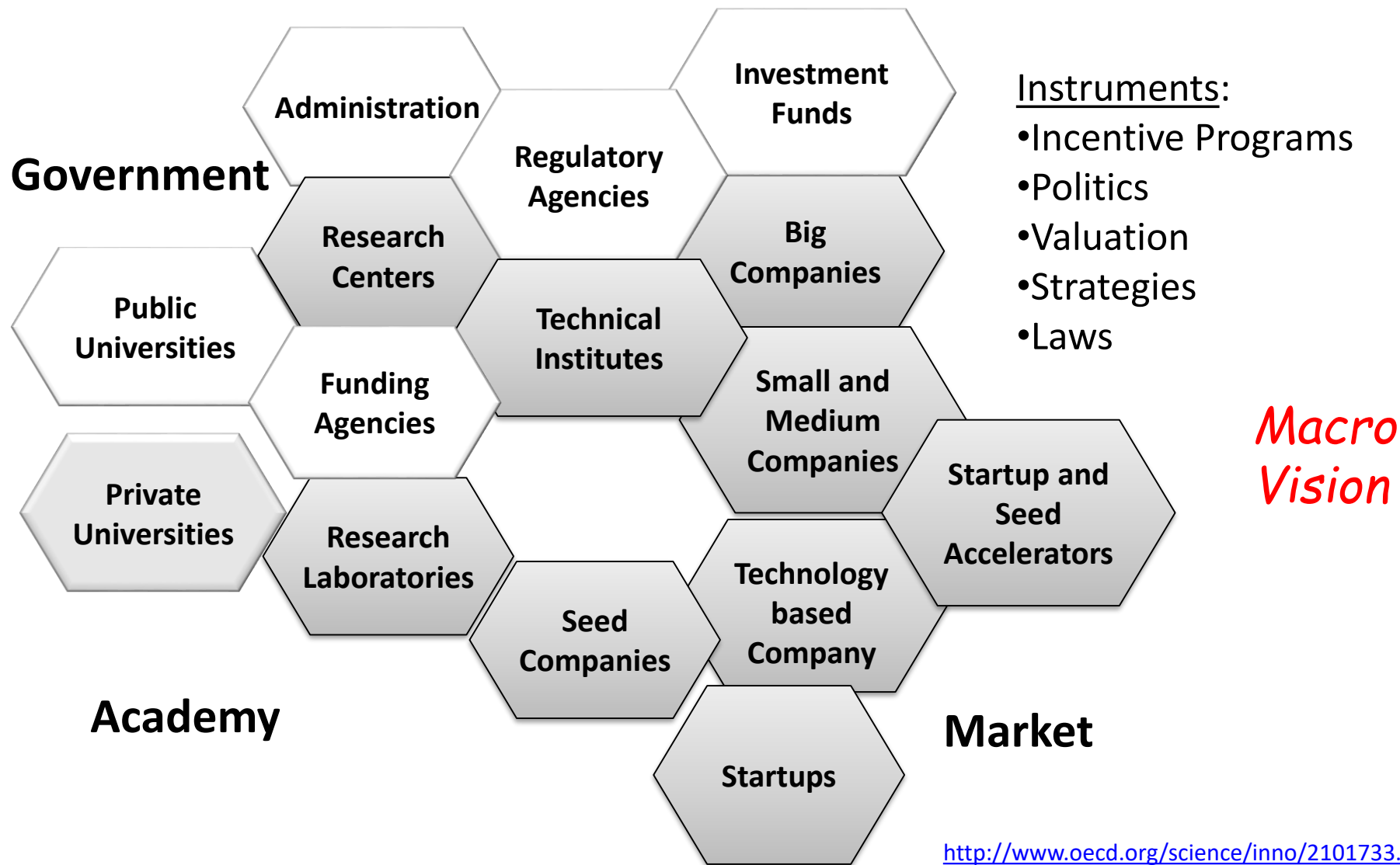
- To differentiate macro from micro vision of the innovation
- To show terms we are going to deal with during this course



# National (regional, local) Innovation Systems

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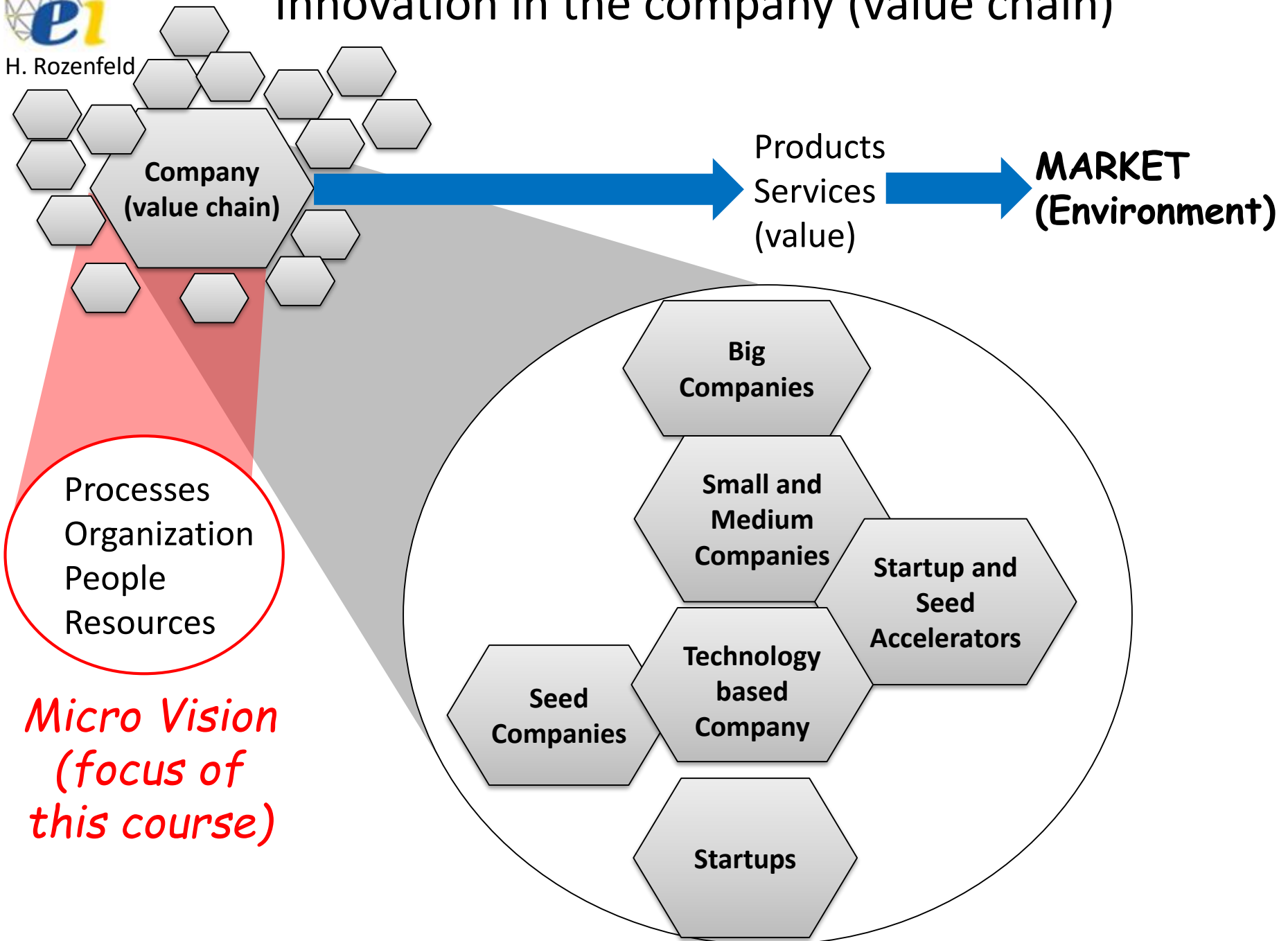
Innovation Ecosystems: <https://www.forbes.com/sites/victorhwang/2014/04/16/the-next-big-business-buzzword-ecosystem/#144760c85456>





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# Innovation in the company (value chain)





# How are these terms related to each other?

Idea	Competence	Strategic planning
Invention	Capability	Change management
Innovation	Dynamic Capability	<u>Innovation management</u>
Product	Science	Idea management
Technology	Organization	<u>Technology management</u>
Service	(Best) practice	Business model innovation
Product-service system	Design	Portfolio management
Project	Development	Design thinking
Operation		Project management
Process		Process management
Value		Product development
Value proposition		

