

MGMT 6071 Strategic Management of Technological Change Executive Summary

Registration Details

Course: MGMT 6071 Strategic Management of Technological Change

Credits: 2 credits

Prerequisites:

Description

This course addresses challenges and opportunities in the strategic management of technology and innovation.

Objectives

The course will equip students with the conceptual frameworks, tools, and language for analyzing and managing businesses in environments of technological change. We will examine how new technologies transform industries and create new markets, strategies for addressing technological change, and approaches for managers to shape and/or respond to new technologies. Because innovating or responding to new technologies often involves strategic and organizational change, we will also discuss how organizations change in response to new technologies. We will examine technology strategy in a variety of industry settings and organizational contexts.

Learning Outcomes

This course explores both historical and emerging patterns of technology and innovation with the goal of familiarizing you with the challenges that firms face in environments of technological change and how firms craft strategies to address these challenges. As a result of the course, you will be able to:

- Recognize different types of technological changes unfolding in industries and the implications for firms' strategies.
- Understand how managers can predict or shape technological improvement and diffusion.
- Understand ways that firms create and capture value from their own innovations and other firms' innovations.
- Diagnose the innovation and technology strategies of a firm and make recommendations for solutions.