

Innovation Strategy

ENTRE/MGMT 522

This course explores the unique aspects of crafting a strategy for innovative businesses. What are effective strategies for winning in new, emerging industries? How can innovative firms disrupt or displace the competition? What are the challenges and opportunities of governing technology-intensive firms?

This case-based course will help prepare students interested in founding, leading, and managing innovative and high-technology firms, as well as those interested in consulting, private equity, or venture capital. We will emphasize active participation, experience-based learning, and critical problem-based thinking — tools that apply well beyond the technology industry.

**Tuesdays &
Thursdays
3:30—5:20 pm**

We will draw on in-depth research, coupled with lessons from practice, to answer questions including...

Disruptive Innovation

Why are industry leaders blind-sighted by disruptive innovation? What can new firms do to harness the power of disruption? How can established companies protect their positions and sustain profitable growth?

Shaping New Industries

Why have firms like Amazon, Uber, and AirBnB helped create new industries? What are the challenges and possibilities of being an entrepreneur in a new market? How can we evaluate the potential of such pioneers?

Technology Strategy

Why do new technologies drive large-scale industry change? What are effective strategies for technology-intensive businesses? How can firms leverage technology to build multi-sided platforms?

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