

Innovation Strategy

Mgmt/Entre 522

**Monday
evenings
6:00-9:15**

Incorporating the latest work on design thinking, open innovation, intellectual property and other topics, this course helps you better understand the dynamics of industries driven by technological innovation and provides you a series of frameworks for managing technology-intensive businesses.

We will focus on the development and application of conceptual models which clarify the interactions between competition, patterns of technological and market change, and the structure and development of organizational capabilities.

The emphasis throughout the course is on the application of practical frameworks and models that can be used by practicing managers.

This course, usually available only to students in the **Technology Management MBA program**, was well received (4.5 rating) when it was last taught in person in the **MBA program in 2019**.

Design Thinking

Leaders utilize design thinking principles as a technique to successfully innovate. Utilizing the latest concepts from design thinking and other course content, students will perform innovation evaluation and assessments of existing firm (e.g., Amazon, Alphabet).

Successful Product Development

How do firms choose among multiple attractive innovation projects? What are the best practices for improving new product development processes to maximize the likelihood of success?

Collaboration and Intellectual Property

How do firms decide whether to go it alone or collaborate, and how do firms develop an effective collaboration strategy? How do firms make the choice between protecting their technologies with patents versus rapidly disseminating them to build an installed base and complementary assets?

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