

Innovation, Strategy and Design Thinking

Management 579

Incorporating the latest work on design thinking, this course helps students better understand the dynamics of industries driven by technological innovation and to provide a series of frameworks for managing technology-intensive businesses.

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

**Thursday
evenings
6:00-9:30**

This course, usually available only to students in the Technology Management MBA program, was extremely well received (4.5 rating) when it was last taught 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 an Innovation Evaluation and Assessment of an existing organization.

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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