COURSE DETAIL

TECHNOLOGY AND INNOVATION MANAGEMENT
Country Hong Kong
Host Institution Chinese University of Hong Kong
Program(s) Chinese University of Hong Kong
UCEAP Course Level Upper Division
UCEAP Subject Area(s) Business Administration
UCEAP Course Number 139
UCEAP Course Suffix
UCEAP Official Title TECHNOLOGY AND INNOVATION MANAGEMENT
UCEAP Transcript Title TECH & INNOVAT MGNT
UCEAP Quarter Units 4.50
UCEAP Semester Units 3.00

Course Description
Today, we are living in a digital world. Innovation is a necessity for the governments, industries, companies and entrepreneurs. New technologies become a game changer for startups and corporations to grow and transform so as to create the new competitive advantage and even the future world. We can leverage the success stories from those top technologies companies and follow a systematic transformation framework and process to build the platform and ecosystem as well as the next generation of products and services. This approach has been further supported by academic research and the introduction of disruptive innovation. This course presents new technologies, the business insights, the corporate transformation framework and digital transformation roadmap.

Language(s) of Instruction
English

Host Institution Course Number
MGNT4090

Host Institution Course Title
TECHNOLOGY AND INNOVATION MANAGEMENT

Host Institution Course Details

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department
Managment

Course Last Reviewed

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