

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 Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department

Managment

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