COURSE DETAIL

MANAGEMENT OF COMPETITION AND INNOVATION IN HIGH-TECH
Country Italy
Host Institution University of Commerce Luigi Bocconi
Program(s) Bocconi University
UCEAP Course Level Upper Division
UCEAP Subject Area(s) Economics Business Administration
UCEAP Course Number 127
UCEAP Course Suffix
UCEAP Official Title MANAGEMENT OF COMPETITION AND INNOVATION IN HIGH-TECH
UCEAP Transcript Title COMP&INNOV HIGHTEC
UCEAP Quarter Units 6.00
UCEAP Semester Units 4.00

Course Description
This course provides a framework and strategic tools to better understand the issues surrounding competition in knowledge creation and innovation. The main focus is on the acquisition of a set of powerful analytical tools that are critical for the development of a strategy in high-technology sectors. High-technology industries exhibit specific characteristics that require particular approaches to cope with their dynamics. Competitive dynamics of sectors such as streaming media, digital music, home video gaming, disk drives, wireless service providers, and mobile television are discussed. These tools can provide the framework for insightful planning when deciding which technologies to invest in, how to structure those investments, and how to anticipate and respond to the conduct of a variety of economic actors. Guest lectures and a variety of company examples provide evidence on how firms have succeeded in out-innovating their competition and successfully established themselves as dominant players. Textbooks for the course include COMPETING THROUGH INNOVATION: TECHNOLOGY STRATEGY AND ANTITRUST POLICIES by D.J. Teece and STRATEGY RULES: FIVE TIMELESS LESSONS FROM BILL GATES, ANDY GROVE, AND STEVE JOBS by D.B. Yoffie, M.A. Cusumano.

Language(s) of Instruction
English

Host Institution Course Number
30209

Host Institution Course Title
MANAGEMENT OF COMPETITION AND INNOVATION IN HIGH-TECH

Host Institution Course Details

Host Institution Campus
University of Commerce Luigi Bocconi

Host Institution Faculty

Host Institution Degree

Host Institution Department
Management

Course Last Reviewed

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