

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 Campus

University of Commerce Luigi Bocconi

Host Institution Faculty

Host Institution Degree

Host Institution Department

Management

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