

# 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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