

COURSE DETAIL

STRATEGIC MANAGEMENT OF TECHNOLOGICAL INNOVATION

Country

Taiwan

Host Institution

National Taiwan University

Program(s)

National Taiwan University

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Business Administration

UCEAP Course Number

153

UCEAP Course Suffix**UCEAP Official Title**

STRATEGIC MANAGEMENT OF TECHNOLOGICAL INNOVATION

UCEAP Transcript Title

MGMT OF TECHNOLOGY

UCEAP Quarter Units

4.50

UCEAP Semester Units

3.00

Course Description

As innovation is now the most important driver of competitive success, practitioners and scholars have raced to understand the nature and the process of innovation. This course provides a strategic framework for managing innovation. Specifically, attention is paid to the dynamics of innovation, formulation and implementation of technological innovation strategy, and the contexts in which innovation contributes to competitive advantage are highlighted. Texts: Melissa Schilling (2010) Strategic Management of Technological Innovation; Harvard Business School cases; and various articles. Assessment: group presentation (HBR articles) (10%); group presentation (term project) (25%), case write-ups (15%), class participation (10%), midterm and final exams (40%).

Language(s) of Instruction

English

Host Institution Course Number

IB7004

Host Institution Course Title

STRATEGIC MANAGEMENT OF TECHNOLOGICAL INNOVATION

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department

International Business

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