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 Course Details
https://ceiba.ntu.edu.tw/modules/index.php?csn=9425d3&default_fun=info&current_...

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department
International Business

Course Last Reviewed
2022-2023

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