COURSE DETAIL

TECHNOLOGY AND INNOVATION: SOCIAL AND BUSINESS PERSPECTIVES

Country
Hong Kong

Host Institution
Hong Kong University of Science and Technology (HKUST)

Program(s)
Hong Kong Summer, HKUST

UCEAP Course Level
Lower Division

UCEAP Subject Area(s)
Business Administration

UCEAP Course Number
37

UCEAP Course Suffix
S

UCEAP Official Title
TECHNOLOGY AND INNOVATION: SOCIAL AND BUSINESS PERSPECTIVES

UCEAP Transcript Title
TECH & INNOVATION

UCEAP Quarter Units
4.50

UCEAP Semester Units
3.00

Course Description

The development of new technology and innovation plays an increasingly important role in enhancing the competitiveness of countries, firms and individuals. This course describes the development of technology and innovation from social and business perspectives. It covers the technology side of innovations, how an invention can be developed into a successful commercial product, the role of innovation in society and how innovations are created from a socioeconomic perspective. It highlights that successful development and adoption of innovative products relies not only on the technology itself but also a complex process that is subject to the impact of cultural, political, economic and managerial factors. Assessment: Class participation (10%), midterm exam (25%), group project (25%), and final exam (40%).

Language(s) of Instruction
English

Host Institution Course Number
ISOM1380

Host Institution Course Title
TECHNOLOGY AND INNOVATION: SOCIAL AND BUSINESS PERSPECTIVES

Host Institution Course Details

Host Institution Campus
HKUST International Summer School

Host Institution Faculty

Host Institution Degree

Host Institution Department
Information Systems, Business Statistics, and Operations Management

Course Last Reviewed
2023-2024

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