

## COURSE DETAIL

### STRATEGIC INNOVATION

**Country**

Korea, South

**Host Institution**

Korea University

**Program(s)**

Korea University

**UCEAP Course Level**

Upper Division

**UCEAP Subject Area(s)**

Business Administration

**UCEAP Course Number**

117

**UCEAP Course Suffix****UCEAP Official Title**

STRATEGIC INNOVATION

**UCEAP Transcript Title**

STRATEGIC INNOVATN

**UCEAP Quarter Units**

4.50

**UCEAP Semester Units**

3.00

## Course Description

This course provides a series of strategic frameworks for managing innovation not only in high-technology industries but also in mature industries in terms of vintage innovations. First, it provides participants with the knowledge and tools to analyze both endogenous and exogenous factors of a firm, meaning a firm's resources, capabilities and industry dynamics to respond to technological and market changes. Equipped with analytic skills, participants will understand how firms formulate and implement strategies, selecting the best one to gain and sustain competitive advantages over each firm's innovations.

### Language(s) of Instruction

English

### Host Institution Course Number

BUSS356

### Host Institution Course Title

STRATEGIC INNOVATION

### Host Institution Campus

### Host Institution Faculty

### Host Institution Degree

### Host Institution Department

Business Administration

[Print](#)