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 MANAGEMENT OF INNOVATION

Host Institution Course Details
https://infodepot.korea.ac.kr/lecture1/lecsubjectPlanViewNew.jsp?year=2024&term...

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department
Business Administration

Course Last Reviewed
2023-2024

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