

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/lecsujectPlanViewNew.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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