

COURSE DETAIL

MANAGEMENT OF TECHNOLOGY INNOVATION

Country

China

Host Institution

Tsinghua University

Program(s)

Tsinghua University

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Business Administration

UCEAP Course Number

107

UCEAP Course Suffix**UCEAP Official Title**

MANAGEMENT OF TECHNOLOGY INNOVATION

UCEAP Transcript Title

TECH INNOVATION

UCEAP Quarter Units

3.00

UCEAP Semester Units

2.00

Course Description

The aim of this course is to examine the driving forces affecting the nature and pace of technological changes and discuss managerial challenges presented by technological innovations. It is designed to provide students with a framework for analyzing industry dynamics of technological innovation, and help students understand how to formulate technological innovation strategy at firm level.

Language(s) of Instruction

English

Host Institution Course Number

00510232

Host Institution Course Title

MANAGEMENT OF TECHNOLOGICAL INNOVATION

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department

Economics and Management

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