

Innovation and Technology Strategy

Course Description

TOPICS

This course outlines frameworks and tools for formulating technology evolution, innovation and market dynamics. It helps students gain insights into technology change, firm strategy, and competitive environment by providing a future-focused lens to how competitive advantage is achieved through innovation, so as to better prepare students to become leaders in the tech-intensive world. More specifically, we will:

- ✓ begin with the S curve, a simple but powerful tool to chart technology change for leadership, startups, investment, and careers.
- ✓ exam how disruptive technologies create opportunities for new businesses and transform established ones
- ✓ introduce the Technology-Organization-Ecosystem (TOE) theory, distilled from original research
- ✓ learn how to make decisions about investment in technologies and new ventures
- ✓ zoom on emerging technologies (e.g., Generative AI, robotics, data analytics, Fin Tech, block chain, digital currency, AI chatbots...)
- ✓ go through key topics such as digital transformation, platform leadership, standards, user-centric innovation, technology finance, real options, digital media & marketing, and digital healthcare.
- ✓ look into the movers, shakers, and game changers along the new S curves in many industries

FORMAT

This R course is mostly online and **asynchronous**, so you can watch the lecture videos and participate in online discussions at your own pace. Other than the very first lecture and the midterm exam, lecture attendance is not required.

OBJECTIVES

- ✓ Learn to think like a technology leader with vision and foresight;
- ✓ Get inside the technology revolutions and how they will offer the best opportunities (along with the challenges) for businesses;
- ✓ Learn the TOE theory and S curves to discriminate between trends and fads;
- ✓ Learn to make better decisions on technologies, products and markets;
- ✓ Get positioned into great career paths of a venture capitalist, technology leader, entrepreneur, consultant, investment banker, technology analyst, product manager, financial analyst, accountant, or whatever career you'd like to pursue as long as innovation is part of the skill set.

AUDIENCE

- ✓ those who anticipate taking management positions (e.g., CEOs, CTOs, CIOs, VP for strategy, VP for marketing, product manager, marketing manager, team leader, etc) in both start-ups and established firms where their job involves formulating strategy and serving leadership roles;
- ✓ those who anticipate investing in technology markets and must analyze firm strategy;
- ✓ those who anticipate contracting or consulting with firms that do much of their business in technology markets;
- ✓ those who work in accounting, finance, operations, and supply chains;
- ✓ plus, anyone who cares about the future.