

CIMBA Summer Program 2009, Session II
Strategic Management of Technology & Innovation
Course Overview

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Required Materials

Text: *Managing Technological Innovation*, John E. Ettlie, John Wiley & Sons, 2000,
ISBN 0-471-31546-x.

Packet of case materials, primarily selected from Harvard Business School Case Series. See below for specifics.

Brief Course Description

Competitive success in modern industry is increasingly dependent on developing new technologies for products and processes and bringing them to market, the office, or the plant floor. While the astute manager is not necessarily familiar with all the scientific/technical details of the organization's R&D and production processes, s/he should be able to understand how innovation capabilities and technology can improve the organization's ability to survive and excel in its competitive arena. This course is an overview of the issues currently confronting global managers in virtually all industries. Topics include the innovation process, its role in corporate and national competitiveness, new product development and evaluation, process innovation, the tools of innovative organizations, intellectual property rights, and organizational issues. The various topics will be studied from a global perspective using a combination of lectures, cases that cover an array of industry types, discussions of readings, and classroom exercises.

Grading

Class Participation (particularly in case discussions)	30%
Feasibility study (to be described in class)	35%
Final exam	35%

Tentative Schedule

<u>Day</u>	<u>Date</u>	<u>Topic</u>	<u>Assignments</u>
WEEK 1			
Monday morning		Introduction	Coolburst case in packet
Wednesday morning		Tech Innovation	Ch. 1, Cases 1-1 and 1-2
Thursday morning		History of Tech	Ch. 2, Beretta Case in packet
Afternoon	Week 1		Exercises and cases in Chapter 3
WEEK 2			
Monday morning		Innovation Theory	Ch. 3, Bangle reading in packet
Tuesday morning		Tech strategy	Ch. 4, Boston.com case
Wednesday morning		Disruptive Technologies	HBR Readings, Christenson
Thursday morning		Intellectual property	Guest or video tape
Afternoon	Week 2		Exercises and cases from Chapters 5&7
WEEK 3			
Monday morning		New product Development (NPD)	Ch. 7
Tuesday morning		NPD	Braun AG case in packet
Wednesday morning		NPD (cont.)	Design for Mfg. Case in packet
Thursday morning		Evaluating tech development	Videotaped case in class
Afternoon	Week 3	Biotechnology	Monsanto's March case and readings In packet
WEEK 4			
Monday morning		Process Innovation	Ch. 8 and case 8-1, BMW AG case
Tuesday morning		Global innovation	Ch. 11 and cases from chapter
Wednesday morning		Global R&D	Reading and Unilever case in packet
Thursday morning		Role of govt	Ch. 10, CSI Case from professor
Friday morning		Final Exam (in class, open book and notes)	
Afternoon	Week 4		Project management exercise, Priceline WebHouse Case