

MBA4401 : Technology Innovation and Product Management

This course provides students with tools to manage technology and innovation in both large organizations and new ventures. Students will learn to use metrics to assess the project and product lifecycles. Topics include the difference between science and technology, types and varieties of innovations, trajectories of emerging technologies and innovations, the role of intellectual property, and business models and strategies for bringing innovations to market. Students will learn to assess and address the technical, organizational, market, and regulatory risks.

Credits 3