## Summary

Students will learn core concepts that can make innovation projects more successful and profitable, and to then apply those concepts to real business cases of known successes and failures with a focus on the economic and organizational conditions that advance technological innovation by firms.

## Content

This course introduces the student to the economic foundations of strategic management, and builds on those concepts to analyze the drivers of technological change, the sources of innovation, the role of incentives, the economics of information, the protections of intellectual property, and the importance of network effects and economies of scale. Building on the core concepts, the course then examines the strategic tradeoffs made by innovating companies related to decision making under uncertainty, tolerance for failure, the development of firm-specific human capital, the development of corporate culture, the timing of first-mover advantages and disadvantages, financing decisions, and alternative modes of competition and cooperation, including technology alliances, joint ventures, and corporate venture capital. Accordingly, the course objectives are threefold: (1) to develop an understanding of how innovations emerge and gain adoption in the marketplace; (2) to gain insights into how firms can transform themselves into effective innovators; and (3) to evaluate strategies and structures that enhance venture success. The course is particularly applicable for students interested in working for, or learning about, technology-oriented companies.

## Assessment methods

- **15% Class Participation** Individual Participation is tracked each session
- **15% Midterm Exam** Individual Exam is given in a regular class session
- **15% Individual Report** Individual Due before the start of the final exam
- **15% Team Project** Team Due before the start of the final exam
- **40% Final Exam** Individual Exam is given in a regular class session

## Resources

### Bibliography

A reading list will be distributed at the beginning of the course. A case packet will be made available online for purchase.

## Prerequisite for

MGT-411 Innovation Management