I Course Title: HIGH-TECHNOLOGY MANAGEMENT  
Code and Number: HURS 8060  
Credits: 3 credits

II Course Description

Tools and implementation of high technology to ensure a high profit in long-term investments, thus achieving a competitive advantage

III General Objective and Specific Objectives

1. The objective of this course is to provide students with in depth knowledge of technology management to make them aware of technological opportunities and their impact on firms, industry, the overall economy and society

1.1. Analyze and evaluate the dynamic process of technological innovation

1.2. Appreciate the characteristics of information content and computing and communications technologies from a business and economics perspective.

1.3. Evaluate major strategic business issues surrounding the making, owning, selling, and using of content and technologies.

1.4. Analyze the technology industry structure, how it is evolving, and major issues to raise capital.
IV Course Content


1. Technological Innovation
2. Technological Innovation and Strategy

B. Design and Implementation of Technology Strategy: An Evolutionary Perspective

1. Technological Evolution
2. Industry Context
3. Organizational Context
4. Strategic Action

C. Enactment of Technology Strategy-Developing A Firm Innovative Capabilities

1. Internal and External Sources of Technology
2. Internal Corporate Venturing

D. Enactment of Technology Strategy: Creating And Implementing A Product Development Strategy

1. New Product Development
2. Building Competences/Capabilities Through New Product Development

E. Conclusion: Innovation Challenges in Established Firms
V Course Activities

A. Lectures
B. Computer applications workshops and tutorials.
C. Case studies and of video case discussions
D. Discussion Forum participation (Blackboard/WebCT Platform)
E. Oral presentations of the marketing research plan and the referee report focusing on marketing strategies.

IV Evaluation Process

Examinations

During the semester, two regular examinations will be given. Both will be worth 50% of the course final grade. A final exam will be worth 25%. The final will be partially comprehensive in nature.

Paper or Field work

You have the choice of 1) producing a research paper on a topic in comparative management or, 2) engaging in and reporting on a fieldwork project. Each is briefly described below and will be worth 50% of the course final grade. More detailed instructions will be provided. The instructor must approve the research topic or project before you begin.

Research Paper

You must select a topic in technology and submit a major term paper. The paper must be competently written, appropriately footnoted and turned in on time. Each student will make a presentation of the paper to the class at the end of the term. The due date is the date you present it to the class. Papers after that date will not accepted.
Your course grade will be a weighted average of your grades:

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<tr>
<td>Exams (1)</td>
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<tr>
<td>Final Exam</td>
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<td>Research Paper or Field Work</td>
<td>50%</td>
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<td>TOTAL</td>
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Grades

The following maximum grading scale is guaranteed:

* 90 - 100% = A
* 80 - 89% = B
* 70 - 79% = C
* 60 - 69% = D
* Below 60% = F

VII Educational Resources

Textbook


References


Melissa Schilling (2005), Strategic Management of Technological Innovation, McGraw-Hill, 1st Edition,


BIBLIOGRAPHY

**Journal Articles** available at Inter American Library’s Databases


Topic: International Technology Management


Books:

Manes, Juan Manuel (2004). \textit{Gestión estratégica para instituciones educativas : guía para planificar estrategias de gerenciamiento institucional}. Granica,

