

Learning Goal #3: Management of Technology – Creation of Technology Strategy
for New and Established Firms

Definition: Students will understand the process of technology commercialization in both new and established firms and assess how new technology affects firm capabilities and industry competition.

- Understand that technology encompasses a broad spectrum (e.g., areas ranging from biotechnology to nanotechnology to computers and more)
- Critically evaluates how technology affects industry dynamics
- Analyze or develop a technology strategy for a company

Objective and Traits:

Students will demonstrate ability to critically evaluate how technology affects industry dynamics:

Given a particular emerging technology, students conduct in-depth analysis of a particular product, product family, technology and/or industry

- Students will understand the implications of an emerging technology
- Students can propose a technology strategy in light of the implications of a new technology that may affect their company/industry

Students will demonstrate the understanding of a technology strategy:

Students define the major issues in a case focused on technology strategy

- Students analyze the situation of the case
- Students can articulate the findings of the case study via oral presentation
- Students propose solutions to the problems identified by utilizing theories/frameworks/perspectives learned from readings and class discussions

Procedure: Data are collected from embedded assignments in MGMT 602 (Management of Technology) across all MBA programs. The instructor of the course conducts the assessment (usually a case study) using a rubric created by faculty members in Strategic Management.