



THE OHIO STATE UNIVERSITY
COLLEGE OF ENGINEERING

Technology Strategy & Innovation for Engineers

ENGR 6230

Credit Hours:

3.00 - 3.00

Course Levels:

Graduate

Course Components:

Lecture

Course Description:

How technology strategy may lead to creation/persistence of competitive advantage. In contrast to core strategy course, provides series of strategic frameworks for managing high-tech businesses.

Prerequisites and Co-requisites:

Prereq: Grad standing, and enrollment in MGEL degree program; or permission of instructor.

Course Goals / Objectives:

- Students learn how changes in the structure of technological and consumer markets create opportunities for new value creation. They will be able to consider methods for evaluating investment proposals in uncertain and dynamic settings.
 - Students learn how to evaluate the use of mechanisms such as patents, complementary assets, standard setting organizations, and lead time to capture value from value creating innovations.
 - Students learn how managers assemble and organize resources to deliver various (e.g., incremental vs. radical; autonomous vs. systemic, sustaining vs. disruptive) forms of innovative value.
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Course Topics:

- Creating Value: Patterns of Change in Technologies and Markets
 - Capturing Value: Understanding Competition
 - Delivering Value: Organizational Competence
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Designation:

Required