

BUSINESS TECHNOLOGY STRATEGY

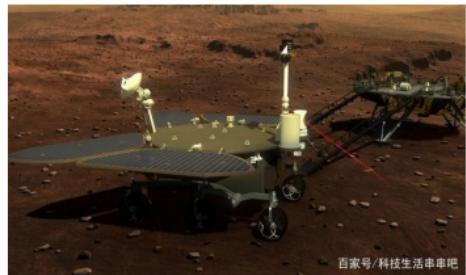
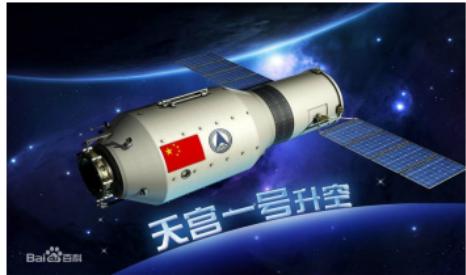
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OUTLINE

- Course objectives
- Textbook
- Contents
- Evaluation Policy
- In-class Midterm Exam Date
- Coursework report
- Case study presentation



Course Objective

- To develop the conceptual framework of technology strategy for students.
- To provide rules and principles for industrial innovation.
- To provide methods for technology strategy planning and implementation.

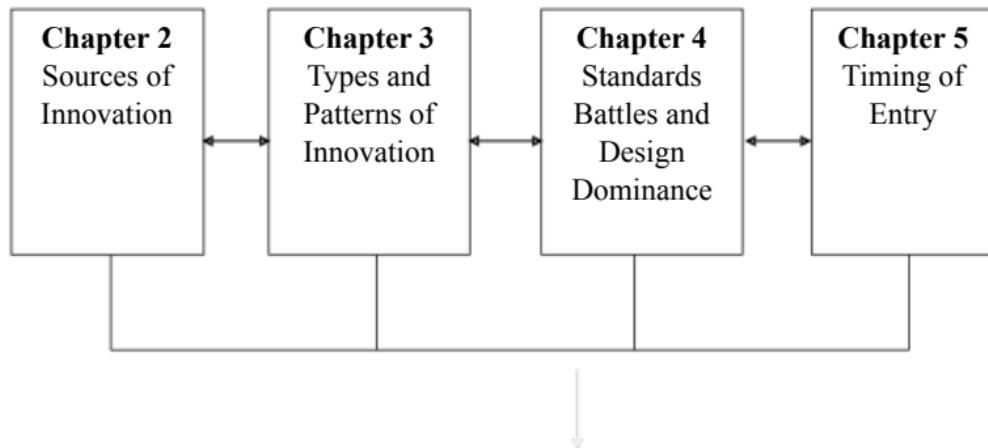
Textbook

- Melissa A. Schilling , Strategic Management of Technological Innovation, Fourth Edition, McGraw-Hill/Irwin, 2013.

Contents

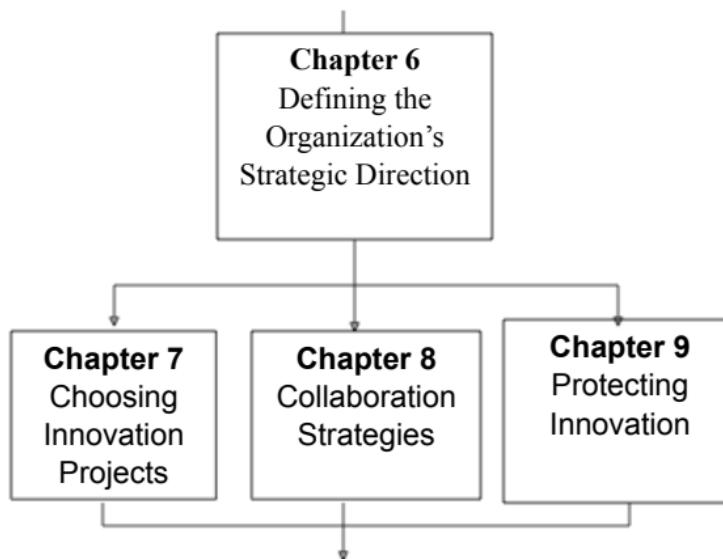
Chapter 1 *Introduction*

Part I: *Industry Dynamics of Technological Innovation*



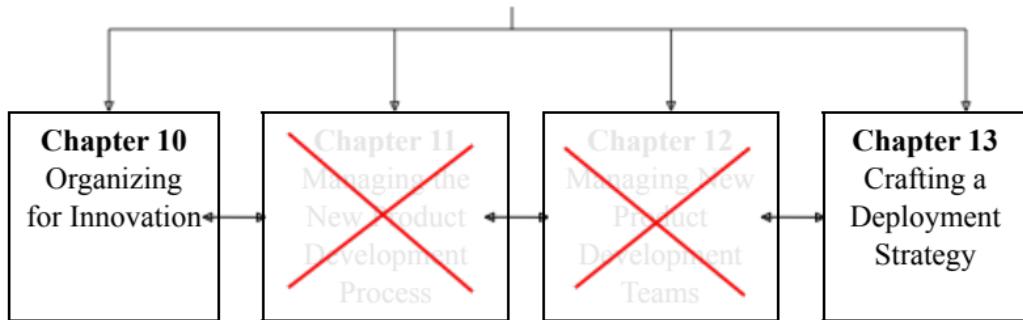
Contents (cont.)

Part II: *Formulating Technological Innovation Strategy*



Contents (cont.)

Part III: *Implementing Technological Innovation Strategy*



Evaluation Policy

- **60%** Final Exam (100 marks)
 - 10 True/False Questions (20 marks)
 - 4 Terms (20 marks)
 - 2 Essay Questions (35 marks)
 - 1 Discussion Question (25 marks)
- **15%** Class Test and Midterm Exam
- **5%** Case Study Presentation
- **20%** Coursework Report

In-class Midterm Exam Date

Nov. 4

About the coursework report

- Team size: 5-7 students for each team.
- Each team will select one topic and write a coursework report.
- **Submission deadline: Dec. 21, 2021**

About the case study presentation

- We have some opening cases from the textbook or other resources for case study presentation.
- For each case, one or two teams will be responsible for answering the discussion questions and providing a presentation to the class.