

ORT Braude College

11505 Managing technology and innovation

Credits: 3, 2 lecture hours, 1 tutoring hour

Prerequisites: None

Course Description

With the acceleration of technological development and increased global competition, many organizations discover that the main way to create and maintain a sustainable competitive advantage is by innovation.

The management of Technology, innovation and Intrapreneurship within established firms is a new academic discipline, which emerged in recent years and includes management tools and models.

This course deals with the various aspects of initiating and implementing innovation in established High Tech firms: strategic, functional, organizational and behavioral. The course presents theoretical models along with practical case studies.

The course will include case studies and presentations from industrial firms. Special attention

Course contents:

1. Introduction to innovation
2. Technology S curve
3. Dominant design
4. Types of innovation : incremental , Radical , Disruptive
5. Dimension of innovation : Product , Process , Business Model
6. The Business Model Canvas[®]
7. The Innovators Dilemma: What causes Great Firms To Fail
8. Outcome Driven Innovation[®] Methodology
9. Open Innovation
10. Open Business Models

Bibliography

- Anthony Ulwick .What Customers Want: Using Outcome-Driven Innovation to Create Breakthrough Products and Services: Boston: Harvard Business School Press, 2005
- Christensen, Clayton M., and Michael E. Raynor. The Innovator's Solution: Creating and Sustaining Successful Growth. Boston: Harvard Business School Press, 2003
- W. Chan Kim, Renée Mauborgne , Blue Ocean Strategy: How to Create Uncontested Market Space and Make Competition Irrelevant, . Boston: Harvard Business School Press, 2004

- James M. Utterback, Mastering the Dynamics of Innovation. (Boston, Mass.: Harvard University Business School Press, 1994) chapter 2 ,Dominant Designs and the Survival of Firms
- Clayton M. Christensen, Mark W. Johnson, Darrell K. Rigby. " Foundations for Growth: How To Identify and Build Disruptive New Businesses (MIT Sloan 2002)
- Arroniz, Sawhney, Wolcott, "12 Different Ways for Companies to Innovate", MITSloan Management Review, Summer 2006, vol 47, no. 2
- David A. Garvin What Every CEO Should Know About Creating New Businesses Harvard Business Review, Jul 01, 2004
- Rosabeth, M. Kanter , Innovation: The Classic Traps, Harvard Business Review , Nov 01, 2006.

Course grade

- Group and personal presentation

Last Update: 10 September 2012