

MBA Seminar

Managing Technological Innovation

MGT 693

---(Instructor: Mechling)---

Where: The WCU Campus at UNCA

When: 1800 – 2050 hrs, Thursdays, Winter Term Y2k+1

Management research suggests that innovative firms—those that are able to use technology in innovative ways to differentiate their products and services from competitors—are on average twice as profitable as other firms.

Unfortunately, managing innovations is inherently difficult and risky. New technology frequently fails to be translated into commercially successful products and services. Innovation can enhance competitiveness and give a going concern an advantage over others but its management requires different sets of management knowledge and skills from those of everyday business administration. This course will introduce students to some of the knowledge and skills they will need to manage innovation and as a result better position them to contribute to improving the competitiveness and effectiveness of the firms and organizations to which they belong. Some of the relevant questions to which this course will seek answers, follow. Come join the adventure.

Why are some firms more innovative than others?

Where do innovations (or the ideas for them) come from?

Why is it so difficult to recognize the potential of an innovation?

Why are superior technologies not always winners?

How does a firm know which innovation is the right one to exploit?

Why is it that so many firms cannot sustain the innovative process?

The organization of this course and its content are modeled after similar MBA courses at the Harvard Business School (HBS), MIT, and the University of Michigan Business School (UMBS). Like them, this course will be driven by cases (mostly HBS and UMBS cases) and readings that students will prepare themselves to discuss in class. The text for this course is Allan Afuah's *Innovation Management: Strategies, Implementation, and Profits* (Oxford University Press, 1998). For more information on the course, contact Prof. Mechling at gmechling@wcu.edu or 828-227-3600.