

STRATEGIC INNOVATION: TECHNOLOGY, ORGANIZATIONS, AND SOCIETY, GRADUATE/ PROFESSIONAL CERTIFICATE

LEARNING OUTCOMES

1. Students will be able to recognize, evaluate, select and implement business opportunities emerging from technological solutions.
2. Students will be able to manage technological and innovative processes based on the understanding of industry and market trends.
3. Students will be able to make business decisions in an emerging technology industry context.
4. Students will be able to evaluate competitive advantage (or lack thereof) stemming from technology.
5. Students will be able to develop understanding of strategies that firms use to appropriate value from technology.