Class Schedule - Fall 2009

Engineering

ENG 565  Technol Innovation & Strategy  credit: 2 hours.
Introduces concepts and frameworks for analyzing how firms can create, commercialize and capture value from technology-based products and services. Focuses on business, commercialization, and management aspects of technology. Highlights why some firms that have successfully commercialized technology products and services as well as why some firms that have successfully commercialized technology products as a new entrant fail to sustain their success as technology changes and evolves. Same as TE 565. Prerequisite: STAT 400.

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