ANNOUNCING!

A NEW COURSE - SPRING 2003

Innovation Management

(EMGT 510/610 INNO)

Spring, Wednesday evenings, 5:30 – 9:10 p.m.

Taught by Dr. Charles Weber

OPEN TO GRADUATE STUDENTS IN ALL DISCIPLINES

Technological innovation was viewed as the primary engine of economic growth in industrialized nations for most of the 20th Century and is likely to become the dominant global wealth generation mechanism in the 21st. Managing technological innovation constitutes a key source of competitive advantage for firms in most industries, yet strategies for doing so successfully are far from straightforward.

In this course, students will read about, analyze and discuss the diverse economic, social, cultural, psychological and technical phenomena that comprise technological innovation. Historical as well as current trends in innovation will be examined to:

- Help us understand, describe and explain phenomena that pertain to technological innovation.
- Give practicing managers a toolkit to successfully navigate the complex landscape that surrounds the innovation process.

Dr. Weber is a veteran engineer and manager from the semiconductor industry who recently received a Ph.D. in Management of Technological Innovation and Entrepreneurship from MIT’s Sloan School of Management. He brings to this course the perspectives of practitioner and academician; technologist and social scientist.

Students are expected to complete an individual project and participate in a group project. The individual project consists of a creative innovation-related paper on a subject that is of interest to the student. The group project consists of in-depth exploration of particular innovation-related phenomena. Students will present the outcome of this exploration in class. Students will also participate in class discussions.

The class is non-mathematical.

For more information, visit the ETM website at www.etm.pdx.edu