



Technological Innovation and Business Strategy

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SHORT COURSE DESCRIPTION

Technological innovation is claimed to be one of the core sources of competitive advantages that the firms strive to sustain. There is enormous international competition to be players in the race to produce technologies that will have immediate relevance to dynamic markets. Business Strategy is integral to technological innovation, not only in the development of new technologies, but in how the technologies reach the markets and contest for market share at the hands of their stakeholders. Students will examine how business strategy becomes the backbone of technological innovation. This course is heavily based on case study discussions and students-led projects thereby requiring high level of interactions from all participants.

This year, the course will heavily focus its focal points on so called 'Emergence of Artificial Intelligence (AI)' and how this relates to the business strategy.

READING MATERIALS

List of selected reading materials will be compiled and provided to the students through an online based LMS. Further details of the reading materials and access to the online LMS will be introduced during the first lecture session.

COURSE REQUIREMENTS AND GRADING

This course relies upon engagement and exchange of international views. The course will be delivered with extensive case-studies based learning methods which are widely used in globally top ranked business schools. Seat-warming will be strongly discouraged, and active participation is expected. Since attendance is noted, students with travel plans and those with employment commitments that conflict with class schedules should not enroll in this course.

This course is most suited to students with commerce/business majors who have yet to take a strategy course and also for engineering/science major students who wish to learn why business strategy matters to them.

SKKU regulations require students to attend at least 80% of all classes. Academic dishonesty of any nature results in immediate failure of this course. All ISS classes are pass/fail based on the student academic achievement evaluated by grades on a scale of 100 points (grade of 60 or above is Pass).

Your 100 points will be comprised from the following five assessment components. You must attempt all components. Failure to attempt any of assessment without a prior consent will result immediate failure of this course.

Attendance	Class Discussion Participation	Individual Learning Journal	Group Case Presentation	Group Case Report
10%	20%	20%	30%	20%

COURSE SCHEDULE

– WEEK I –

Thursday (27 June)

Introduction to course and setting the foundations for technological innovation and business strategy

Friday (28 June)

1 Day MBA – Strategy? What is it? Why does it matter?

– WEEK II –

Monday (1 July)

‘Artificial Intelligence’ and how it impacts the humanities

Tuesday (2 July)

Cases in technological innovation and business strategy I

Wednesday (3 July)

‘Artificial Intelligence’ and how it impacts the business strategy

Thursday (4 July)

Cases in technological innovation and business strategy II

– WEEK III –

Monday (8 July)

Assessing organization's capabilities: resources, processes, & priorities

Tuesday (9 July)

Cases in technological innovation and business strategy III

Wednesday (10 July)

Enactment of technology strategy-developing a firm's innovative capabilities

Thursday (11 July)

Linking new technology and novel customer needs

– WEEK IV–

Monday (15 July)

Cases in technological innovation and business strategy IV

Tuesday (16 July)

Preparation for project report and presentation

Wednesday (17 July)

Group case presentations & discussions I

Thursday (18 July)

Group case presentations & discussions II

Friday (19 July)

Course summaries, reflections & implications