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competitive dynamics
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processes. Practical
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distinct qualities and positions of individual firms and an understanding of broader competitive dynamics. This background would position students well for guiding strategy at both established and emerging enterprises, as well as prepare them for positions with

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experience rapid and

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growth and change

and how without

effective management

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of new technologies,
the boom can quickly
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competition in
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resources to achieve
its goals and
objectives. Strategic
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analyzing the
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environment ...

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or minor in the

College of Business,
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Personnel Psychology
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Analysis of innovation and change theories in organizations; managing innovation in networks and teams; technology, structure, culture, and environment.

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innovation process,
identification of
commercialization
strategies, feasibility
analysis, intellectual
property issues.

Prerequisites:
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the growth in
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capabilities, markets,
and competition and
by rapid advances in
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and between

organizations, and to

train you to think

strategically about

managing innovation

processes. This

course is intended to

help you improve

your ability to

manage creativity,

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