



**Ginsburg Ingerman Overseas Students Program
Ben-Gurion University of the Negev**

Strategy in Technology Management

**13-5-370
Spring Semester**

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Course Description:

The objective of this course is to present and analyze the unique aspects of strategy in technological entrepreneurship and management, exposing students to theories and models of strategic management in the technological context of various business sectors, while highlighting Israeli knowledge and experience.

Course Objectives:

1. Advancing the ability of the students in managing technological research, entrepreneurship, development and marketing
2. The course generates understanding of the sources and processes of the Hi-Tech world and the way technology develops and creates wealth in a rapidly changing global environment.

Learning Outcomes:

Students will be able to study, evaluate and assess prospects of high tech incentives, apply forecast methods when assessing new technologies and identify methods of competitive intelligence for protecting enterprises in the global world, along with recognizing the importance. They will learn to identify the contribution of intellectual property when protecting competitive positions, valuing the attractiveness of a business and generating revenue.

Field of Education:

Entrepreneurship & Hi-Tech Track

Total # of Credits: 3

ECTS (European Credit Transfer System): 5

Teaching Method:

The course will be conducted through a combination of formal lectures, student presentations, class discussions, guest lectures and professional field trips. The lectures will be based on reading assignments. In addition to these readings, primary sources will be handed out, studied and discussed in class.

Course Requirements:

Compulsory attendance

Structure of Final Course Grade:

1. Participation	5%
2. Exercises	10%
3. Class Presentation	15%
4. Final Exam	<u>70%</u>
	100%

Course Schedule Layout:

1. Introduction: the technology space of Hi-tech
2. Research and Industry: cross-fertilization: science, technology, and market
3. From technology to product (A)
4. From technology to product (B) - models of new product development
5. Basics of intellectual property
6. Intellectual Property strategies
7. Hi-Tech Marketing: people, strategies, and timing
8. Technology assessment
9. Competitive intelligence
10. From technological innovation to entrepreneurship
11. Course Summary

Recommended Bibliography:

1. Terence **Kealey**, *The Economic Laws of Scientific Research*, MacMillan Press Ltd., London, 1996
2. Nino S. **Levy**, *Managing High Technology and Innovation*, Prentice Hall Inc., New Jersey, 1998
3. Ernest Braun, *Technology in Context, Technology Assessment for Managers*, Taylor & Francis e-Library, 2005
4. F. **Betz**, *Managing Technological Innovation: Competitive Advantage from Change*, Wiley-Interscience: 2 ed., 2003
5. Andre Rocha **Barreto**, Frank Tietze, *Intellectual Property Monetization, The Market and its Business Models*, Institute for Technology and Innovation Management, Hamburg, 2007
6. Cook M., Cook C., *Competitive Intelligence: Create an Intelligent Organization and Compete to Win*. Kogan Page, London, 2000.
7. K. E. Brush, *High-Tech Strategies in the Internet Era*, Word Association Publishers, Tarentum PA, 2000.
8. Internet sources