

**BSN3701 / TR3008 : Technological Innovation**

(AY 2022-23, Semester 2)

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**COURSE OBJECTIVES**

This course aims to equip students with a strong conceptual foundation for understanding the dynamic process of technological innovation. Students will be introduced to the importance of technological innovation as a driver for value creation and economic growth. The dynamics of technological change will be analysed through concepts such as technology life-cycles, dominant design, network externalities, and first-mover advantage.

This course has its foundations in theory and research but is practice-oriented. This means that students will be exposed to the challenges in technological innovation through case studies of - real world companies that seek to build strong market positions for their innovations, firms with successful (and unsuccessful) technology strategies, companies that must formulate strategy in rapidly changing and highly uncertain market contexts, and enterprises whose market positions are severely challenged by external technological developments.

The course develops frameworks for understanding strategic issues confronted by firms in technology-intensive industries. The focus in the course will always be on strategic issues rather than on descriptions of complex technologies. Students are not required to have a technical background to take this course. However, given the emphasis on the case method, students need to prepare to discuss and debate in class.

**COURSE FORMAT**

This course follows the case method for learning. Hence, students are required to read the assigned material before each class. During class time, we will focus on discussions, analysis, and exercises. If you have any questions about the readings, you may bring them up in the class.

**COURSE MATERIALS**

Weekly Case Material and recommended readings will be provided before each class.

## COURSE REQUIREMENTS AND GRADING

I hope that your focus in this class will be on learning rather than on the grade you will receive. If you learn a lot, you can pretty much count on your grade coming along as well. That said, your grade will be made up of:

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|--------------------------|-----|
| 1. Course Contribution   | 30% |
| 2. Group Project         | 45% |
| 3. Individual Assignment | 25% |

## COURSE SCHEDULE

<b>Lesson/ Week</b>	<b>Date</b>	<b>Topics</b>
1-13	9 January – 14 April	<ul style="list-style-type: none"><li>• Introduction to Technological Innovation</li><li>• Innovation Strategy</li><li>• Profiting from Innovation</li><li>• Building Technological Competencies</li><li>• Standards and Design Dominance</li><li>• Adoption of Technology and Innovation</li><li>• Platforms: Introduction and Network Effects</li><li>• Sustaining Long-term Competitive Advantage</li><li>• Reinvention in the face of Technology</li></ul>

### Academic Honesty & Plagiarism

Academic integrity and honesty is essential for the pursuit and acquisition of knowledge. The University and School expect every student to uphold academic integrity & honesty at all times. Academic dishonesty is any misrepresentation with the intent to deceive, or failure to acknowledge the source, or falsification of information, or inaccuracy of statements, or cheating at examinations/tests, or inappropriate use of resources.

Plagiarism is 'the practice of taking someone else's work or ideas and passing them off as one's own' (The New Oxford Dictionary of English). The University and School will not condone plagiarism. Students should adopt this rule - You have the obligation to make clear to the assessor which is your own work, and which is the work of others. Otherwise, your assessor is entitled to assume that everything being presented for assessment is being presented as entirely your own work. This is a minimum standard. In case of any doubts, you should consult your instructor.

### Additional guidance is available at:

- [Administrative Policies](#)
- <http://www.nus.edu.sg/registrar/administrative-policies-procedures/acceptance-record#NUSCodeofStudentConduct>
- <http://nus.edu.sg/osa/resources/code-of-student-conduct>