

SYSM6332 - Technology and New Product Development

[SYSM 6332](#) ([ENTP 6375](#) and [MIS 6375](#) and [OPRE 6394](#)) Technology and New Product Development (3 semester credit hours) This course addresses the strategic and organizational issues confronted by firms in technology-intensive environments. The course reflects six broad themes: (1) managing firms in technology-intensive industries; (2) forecasting key industry and technology trends; (3) linking technology and business strategies; (4) using technology as a source of competitive advantage; (5) organizing firms to achieve these goals; and (6) implementing new technologies in organizations. Students analyze actual situations in organizations and summarize their findings and recommendations in an in-depth term paper. The course also introduces concepts related to agile engineering. Case studies and class participation are stressed. (3-0) Y