

## Global Learning Semesters

### Course Syllabus

Course: ENTR-614 New Business/Product Development

Department: Management and MIS

Host Institution: Intercollege, Nicosia, Cyprus



Course Summary		
Course Code	Course Title	Recommended Credit Hours
ENTR-614	New Business/Product Development	3
Semester Offered	Contact Hours	Prerequisites
Please contact us	42-45	None
Department	Level of Course	Language of Instruction
Management and MIS	Upper Division	English

### Course Description

This course offers perspectives and frameworks that seek to understand how technological innovation and new business development can generate growth and economic value in established small businesses. To this end, it addresses issues pertaining to the discovery, development, and diffusion of technological advances and innovations as well as the design of strategies and organizational practices that lead to successful venturing outcomes. These issues include: How should established businesses deal with disruptive technologies that may threaten their core business? How can mature organizations cultivate creativity and sustain an innovative climate? When should alliances and joint venture strategies be employed to develop and commercialize new technologies? The course will integrate both an academic and practitioner view of the challenges facing corporations involved in managing technological innovation and new business development as well as approaches to dealing with these challenges successfully.

### Prerequisites

None

### Topic Areas

The course is divided into several modules. It first introduces the main topics of the course, sets out the motivation, and discusses the fundamental building blocks for analyzing corporate innovation processes and strategies. It then covers the following themes:

- Managing creative destruction, which examines how a firm's growth and survival might be affected by radical or incremental new technologies.
- Designing the context, which highlights the issues involved in cultivating an innovative climate and in designing and leading the corporate venturing process.
- Corporate investment in new ventures, which focuses on the issues involved in managing and executing corporate venture capital investments.
- Crafting alliances and joint ventures, which analyzes the role of alliances and joint ventures in developing new technology standards and in furthering new business development.
- Exploiting Assets and Capabilities, which concentrates on how firms can capture value from innovations, including the mining and protection of intellectual property.

## Readings and Resources

### Recommended Readings

- Block and MacMillan, (1995). Corporate Venturing, Harvard Business School Press.
- Christenson, Clayton (2000) The Innovator's Dilemma, Harper Business.