Syllabus

1. The dynamics of technology change

2. Technology forecasting
Different types of technology forecasts and their uses. Why forecasts for new technologies go wrong. What is predictable and what is not. Quantitative forecasting methodology for production costs and product sales. Modeling by comparison with similar products.

   HDTV

3. Disruptive technology change
What leads to successful introduction of new technologies; what leads to failures? Issues in the development of new high tech products. The innovators dilemma. Crossing the chasm: Why good companies fail to make the leap. The whole product.

4. Hi Tech marketing
Hi Tech marketing over the technology life cycle.

5. Managing Risk; Scenario planning

   Burlington Northern
   Amazon
   The computerless computer company

6. Conclusions/Presentations
Course Summary. Exam. Student team presentations.
MGMT 560 - Administrivia

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See the course web site! Everything is there or on Webcafe.