

EDWARDS SCHOOL OF BUSINESS
University of Saskatchewan

Masters of Business Administration Program

MBA 868.2 Strategic Management of Technology and Innovation

COURSE OUTLINE

- Instructors:** Sanj Singh
Assistant Professor Dept. of Management & Marketing
singh@edwards.usask.ca
Office: 172 (966-2921)
- Time:** Friday 6:30 – 9:30 p.m.
Saturday 8:30 am – 4:30 pm
Sunday 9:00 am – 12 noon
June 5 – 14, 2009
- Location:** ESB 116
- Required Texts:** Readings to be provided by instructor.
Lecture notes will typically be available the day before each lecture on the ESB Class Pages
- Pre-requisites:** MBA 803.3 Business and Society
MBA 833.2 Marketing for Organizational Decision-Making

Course Objectives

The purpose of Strategic Management of Technology and Innovation is to assist students to develop a framework for understanding and analyzing the strategic management of technology, innovation and the knowledge based economy. Topics include the strategic management of:

- the Business – Public Policy interface
 - How government develops public policy in Canada, including the role of various stakeholders in the policy development process.
 - Impacts of public policies upon business
 - Managerial strategies for dealing more effectively with the policy development process
- intellectual property rights
- regulatory obligations
- operations; including industrial organization
- human resources; science-commerce interface
- marketing; credence goods

Course Evaluation

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| Assignments – 3 to 4 | 65% |
| Final Exam – April | 35% |

Course Schedule: MBA 823.3

| Lecture | Topics & Assignments | Readings & Assignments |
|---------|--|---|
| L 01 | IFS Case Study Introduction to MBA 823 | |
| L 02 | <u>Overview continued</u> Strategic Management of Technology & Innovation Understanding the landscape Economics of Ideas – technology & innovation - From firm to national competitive advantage | Refer to Readings on Strategic Management: Strategic Management Overview: 1. (a), (b), (c) |
| L 03 | Strategic Management - Product-Based, Resource-Based & Knowledge-Based Theories of the Firm - Sustainable competitive advantage | Refer to Readings in Strategic Management: 2, 4, & 5 |
| L 04 | Strategic Management & Entrepreneurial Opportunity Identification & Innovation Capabilities Audit - Case Studies | Refer to Readings in Strategic Management: 3. (a), (b), & (c), 6, & 7 |
| L 05 | Framework S.M. of IP Issues: - Intellectual Property Rights | Read: Biotech Patent Handbook (BLG) Readings in IP: Strategy Readings |
| L 06 | Strategic Management of IP Continued - Case studies | Readings in IP continued: General, Legal, Academic Readings |

Course Schedule: MBA 823.3

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| L 07 | <p>KBG Policy</p> <ul style="list-style-type: none"> - Introduction to Business and Public Policy - Framework for Understanding Business-Gov't Relations - Stakeholder management | Readings in Regulations and Business & Public Policy: 1, 2, 3, 5 |
| L 08 | <p>Canadian Public Policies:</p> <ul style="list-style-type: none"> - Regulations | Readings in Regulations and Business & Public Policy: 4 |
| L 09 | <p>Strategic Issues Management (SIM)</p> <ul style="list-style-type: none"> - Sociology of Risk (public reactions) <p>Ethics of Technology</p> | Readings in Regulations and Business & Public Policy: 6 |
| L 10 | <p>Market Assessment & Analysis</p> <ul style="list-style-type: none"> - Technical/Market dual insight - Competitive analysis - Credence goods - Consumer acceptance/adoption - International marketing | Readings in Regulations and Business & Public Policy: 7 |
| L 11 | <p><u>Business Models</u></p> <ul style="list-style-type: none"> - Alliances, collaborations, JV's - SHRM | Refer to Readings in Strategic Management: 8. (a) to (j) |
| L 12 | <p><u>Case Study</u></p> | |

University Policy on Academic Dishonesty

Students are expected to have read and understood the rules regarding academic dishonesty which are posted on the University of Saskatchewan website at:

http://www.usask.ca/university_council/reports/09-27-99.shtml

Readings on Regulations and Business & Public Policy

1. Government Relations: A Strategic Approach (Stanbury)
2. GM Foods Regulations: Canadian Debates (Isaac and JHobbs)
3. A Framework for the Application of Precaution in Science-based Decision Making About Risk
4. Government & Business Relations in the EU (Calingaert, California Management Review)
5. Role of Regulation in Strategy (Beardsley, Bugrov, and Enriquez—McKinsey & Co.)
6. [Proactive consumer consultation: the effect of information provision on response to transgenic animals](#): Castle, Finlay, & Clark—Journal of Public Affairs.
7. ADVOCACY ADVERTISING FOR BIOTECHNOLOGY, Janas Sinclair; Tracy Irani *Journal of Advertising*

Readings on Intellectual Property Rights

General Readings

1. Biotech Behemoth. Article about Amgen from the January Forbes magazine
2. Technology Now Information Links: list of relevant websites
3. IP and the Pharmaceutical Industry: Moral & Ethical Dilemma's of IP

Legal Readings

1. Biotechnology and Chemical Patent Practice in Canada (Collard, Conn and Marsman)
2. DNA Fragments Lack Utility: In re: Fisher (Intellectual Property & Technology Law Journal)
3. Asked & Answered, Biotech Focus Magazine
This article covers the current legal thinking with regards to the two Canadian patent cases in biotechnology (Harvard Mouse and Monsanto-Schmeiser)

Strategy Readings

1. How Market Smarts can Protect Property Rights (Anand and Galetovic)
2. Intellectual Property Policies and Scale Neutrality (Isaac)
3. What is the Value of your Patent? (Pugatch)
4. Valuation of an Idea (Ramsay)
5. The Biotech Patent: To License or Litigate? (Sommerville, Weiss and Lumb)
6. Intellectual Property Audits (Gowlings)
7. Managing Intellectual Property: A Strategic Point of View (Smith and Hansen)

Academic Readings

1. Hyperownership in a Time of Biotechnological Promise (Safrin)
This article gives you an idea about the leading edge, academic issues surrounding life sciences patenting.

2. **Bioprospecting or Biopiracy? (Isaac and Kerr)**
This article gives you an idea about the leading edge, academic issues associated with patents and gene exploration.
4. **Strategic Patent Breadth and Entry Deterrence with Drastic Product Innovations (Yiannaka and Fulton)**
This article gives you an idea of the leading edge of economic thinking on patents
5. **The Societal Conundrum of Intellectual Property Rights (Shultz and Nill)**
This article gives you an idea of the leading edge of marketing thinking on patents