



Managing the Technology-Intensive Enterprise: Technology, Our Inheritance, and Our Legacy

- Technology is the application of science, engineering, and industrial organization to create a human-built world. – Alfred P. Sloan Foundation
- We have been at it since the “beginning” (as we evolved from the “surviving-and-subsisting man” to the “extracting-and-making-and-doing-and-defending man” to the “building-and-civilizing-and-conquering man” to the “inquiring-and-creating-and-exploring-and-reshaping man” to the “complex modern man” of today) – and we will continue to be at it as long as we are around. **As MTIE citizens we play a critical role in shaping this legacy!**





Managing the Technology-Intensive Enterprise: The Landscape of Technology (1)

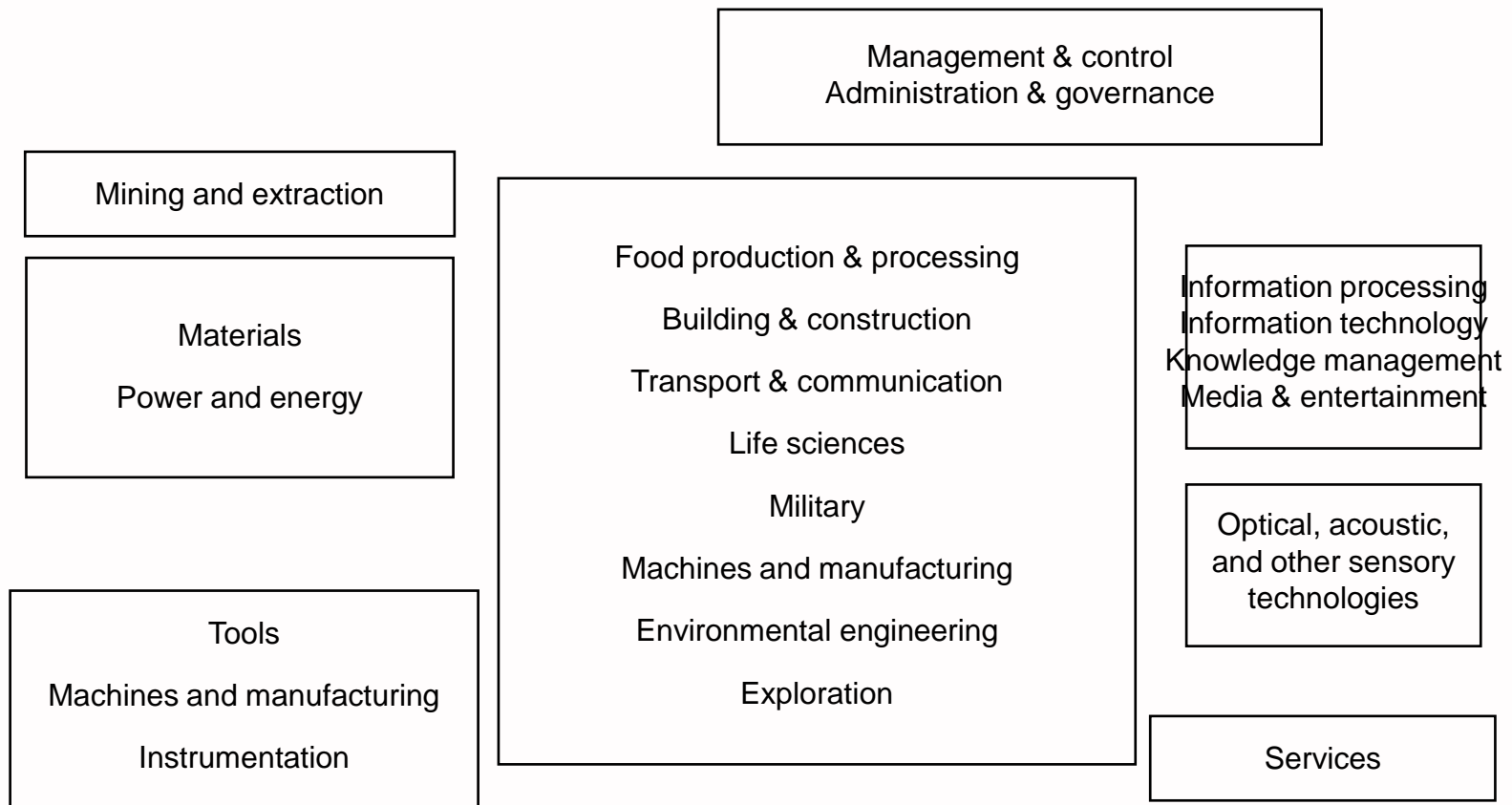
- Three great technological innovations – the magnetic compass, the printing press, and gunpowder – are the distinguishing achievements of [17th century] modern man.

– Francis Bacon, 17th century natural philosopher

- Is this claim true?
- Three hundred years from now, what would be seen as the three distinguishing technological achievements of our time?



Managing the Technology-Intensive Enterprise: The Landscape of Technology (2)





Managing the Technology-Intensive Enterprise (“MTIE”) MBA Track: The “What?”

- “What?”
 - An MBA-electives bundle – the “MTIE” MBA track – focusing on broad range of technology-intensive settings
 - Computer hardware, software, consumer electronics, etc.
 - Telecommunications
 - Life sciences
 - Advanced and specialty materials
 - Energy
 - Transportation
 - “Content” businesses (publishing, media, financial services, etc.)
 - Bundle consists of three courses students take as a cohort (“Managing Technological Innovations,” “Marketing High-Tech Products,” and “Seminar on Managing the Technology-Intensive Enterprise”).



Managing the Technology-Intensive Enterprise (“MTIE”) MBA Track: The “For Whom?”

- “For whom?”
 - One- and Two-Year Day, Evening, and Fast-Track MBA students.
 - Those in technology enterprises wishing to build on their experience.
 - Those in technology enterprises wishing to transition from specialization to general management.
 - Those wishing to transition from not-so-high-technology to technology-intensive enterprise settings.





Managing the Technology-Intensive Enterprise (“MTIE”) MBA Track: The “Why?”

- “Why?”
 - Consistent with
 - many students’ backgrounds, current employment, career aspirations;
 - distinctive program positioning;
 - “cohort” identity;
 - Babson’s strategic thrust and geographical location;
 - the time – and all times may come and go, but “technology-intensive” will not disappear).



Managing the Technology-Intensive Enterprise (“MTIE”)
MBA Track: Course Timetable

Fall Semester

Spring Semester

Required Courses (3 Full-course Equivalents)

Marketing High-Tech Products
MKT 7555-61
Tuesday evenings, 6:30 PM – 9:00 PM
Professor Anirudh Dhebar

Managing Technological Innovation
OPS 7540-51
Wednesday evenings, 6:30 PM – 9:00 PM
Professor Marty Anderson

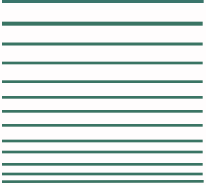
MTIE Seminar
MBA 7570-51
Monday evenings, 6:30 PM – 9:00 PM
Professors Anderson and Dhebar



Managing Technological Innovation

- Introduction to technological innovation
- Building competitive advantage through technology and product development
- Managing development networks
- Creating an ambidextrous organization
- Managing disruptive and radical innovation





Marketing High-Tech Products

- Introduction
- Commercializing technology and bringing high-technology products to market
- Managing technology and product maturity
- Transitioning from one technology and product generation to the next
- Wrapping up ...





MTIE Seminar

- Introduction
- Plate tectonics in science and technology
- Technology and public policy
- Managing the technology-intensive enterprise
- Wrapping up ...

