How do R&D managers create value in turbulent times? This course addresses the issues and increasing challenges facing R&D managers in today’s global environment. The approach is both strategic and tactical, and is designed to meet the significant needs of those who one day, either as managers, consultants or entrepreneurs, must understand the use of technology in industry or government as a powerful tool for growth, innovation, and competitive advantage.

Discussions, workshops and case studies focus on the effective linkage of technology and business strategies. Specific class sessions concentrate on R&D processes, business models for global R&D management, methods of measuring and optimizing the return on R&D, commercializing innovation and the commercial development process, technology exploitation through licensing and joint ventures, meeting the new patent regulations, lawful gathering of information and industrial espionage, and organization and human resources issues in R&D. Lessons learned from recent international benchmark studies and best-in-class examples are included. Supplemental readings to support each class topic are provided in a class coursepack. Some additional materials are distributed in class.