Description

In this three-credit, 15-week online graduate course, investigate business-related considerations for successfully commercializing technology in a new or existing enterprise. Across three projects, engage in market and customer analysis and explore strategies to beat the competition using high-tech marketing and sales approaches. Plan and manage for profitability and explore the nuances of business partnerships and acquisitions.

Projects

Project 1: External and Internal Evaluation of the Organization

Create a presentation for your organization’s CEO and Board of Directors outlining the market outlook for your primary product. Engage in the strategy development process and perform market mapping exercises to create a comprehensive, streamlined vision for the Board.

Project 2: Financial Performance of the Organization

Develop an analysis report based on your primary product by evaluating your organization’s internal capacity and financial performance. Go “beyond the numbers” to tie your analysis to market trends, competitive pressures and sales predictions.

Project 3: Launching a New Product

With a team of classmates, leverage skills from projects 1 and 2 to develop a strategic marketing plan for a new product of your choosing. Then, deliver a comprehensive stakeholder presentation to the instructor.

Outcomes

Completion of the course enables you to:

- Evaluate the organization’s position within the market “ecosystem”
- Evaluate the competitive and strategic position of the organization
- Interpret financial statements and filings
- Calculate and interpret financial metrics of the organization
- Recommend strategies to improve organizational performance
- Propose strategies for releasing new products and services to fulfill a market need
- Evaluate current events and articulate how demand and supply may be impacted

Technology

This course is offered through the RensselaerStudio, providing ease of access to all course technologies and software required, any time, anywhere. Synchronous sessions are held via Zoom.

Have questions about the course? Schedule a time to chat with Rensselaer