

Course Pack

BUSI 4607A — Management of Technology and Innovation — Fall 2026

What this is

This is the complete list of readings and materials for the course. Everything listed under Cases, Articles, and Tools is available to you through the library's Ares course reserves system, which you reach from the course BrightSpace page. There is no additional cost for any of it.

The textbook is the one item you buy yourself.

Read the material before the class it is assigned to. This course is taught entirely through cases, and a class in which people have not read is a class that does not work.

Textbook

Mandatory

Melissa Schilling, Strategic Management of Technological Innovation, 7th edition, 2023. McGraw-Hill, New York, NY. ISBN-10: 126408093X · ISBN-13: 9781264080939.

Chapters used in this course: 1, 3, 4, 5, 6, and 9.

Optional

Learning with Cases, 3rd edition, 2005. Louise A. Mauffette-Leenders, James A. Erskine, and Michiel R. Leenders. Richard Ivey School of Business, University of Western Ontario. Available at MacOdrum Library: HF1111 .M38 2005, Floor 4, Books.

Useful in the first few weeks if you have not done much case work before. Not required.

Cases

Eight cases are used in the course: seven cases within the three modules and AI Wars in 2025 as the integrative application in Week 12. The abstract for each is included at the end of the course outline. Your team package tells you which case you present and which you write a report on.

Case	Author(s)	Used in
Kodak and the Digital Revolution (A)	Gavetti; Henderson; Tripsas (Harvard Business School)	Week 02 — Sep 17
Adobe Systems, Inc.	Tripsas (Harvard Business School)	Week 03 — Sep 24
Netflix	Shih; Kaufman; Spinola (Harvard Business School)	Week 04 — Oct 1
Google Inc.	Edelman; Eisenmann (Harvard Business School)	Week 06 — Oct 15
Matching Dell	Rivkin; Porter (Harvard Business School)	Week 07 — Oct 22
Innovation at Progressive (A): Pay-As-	Frei; Rodriguez-Farrar (Harvard Business School)	Week 09 — Nov 5

You-Go Insurance	School)	
TopCoder (A): Developing Software through Crowdsourcing	Lakhani; Garvin; Lonstein (Harvard Business School)	Week 10 — Nov 12
AI Wars in 2025	Wu; Yang (Harvard Business School)	Week 12 — Nov 26

Articles

Article	Used in
Doha, A., Pagell, M., & Swink, M. (2018). The imitator's dilemma: Why imitators should break out of imitation. Journal of Product Innovation Management, 35(4), 543–564.	Week 07 — Oct 22
Berry, L. L., Shankar, V., Parish, J. T., Cadwallader, S., & Dotzel, T. (2006). Creating new markets through service innovation. MIT Sloan Management Review, 47(2), 56–63.	Week 09 — Nov 5
Amit, R., & Zott, C. (2012). Creating value through business model innovation. MIT Sloan Management Review, 53(3), 41–49.	Week 10 — Nov 12

Tools

Item	What it is
The Case Analysis Coach	A short online tutorial on how to analyze, discuss, and write about a case. Mandatory self-study — work through it early in the term, before the first case session. It is the single most useful thing you can do to raise your case marks.
AI Wars in 2025 — Unit Economics Analysis	An Excel spreadsheet that accompanies the AI Wars in 2025 case. Both the presenting team and the reporting team are expected to use it. It is what turns the Week 12 discussion into an argument about numbers rather than opinions.

How to get to the material

- Everything under Cases, Articles, and Tools is on Ares, the library's course reserves system. Reach it from the course BrightSpace page — you do not need a separate account, and there is nothing further to pay.
- If a link does not work or an item appears to be missing, tell the instructor rather than buying the item yourself.
- The textbook is not on reserve. You buy it. Earlier editions differ enough in chapter numbering and content that they are not a safe substitute.

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