

## **Technology Strategy and Product Management** **(Formerly Technology Leadership)** Curriculum for 2019-2020 Cohort<sup>1</sup>

Technologies have become pervasive and fundamental to the operation of modern businesses. These technologies are at the core of today's knowledge-based economy, fueling the development of innovative products, services and business processes. Developing great high-technology products and services, however, requires more than just technical excellence. Technology leaders also need a deep understanding of business fundamentals and of how to integrate novel technologies, business processes and market forces together to create successful products and services.

The Technology Strategy and Product Management MBA Track emphasizes strategic and management issues relevant to the development, application and management of cutting-edge technologies. Utilizing the strengths of Carnegie Mellon's #1 ranked School of Computer Science and other CMU schools, the track provides students a foundation in technology issues related broadly to hardware and software industries, as well as delivers knowledge in Financial Technology, High-Tech Healthcare, Mobile Apps, Internet of Things, and Robotics.

MBA Graduates of this track are exceptionally prepared to address the complex issues that lie at the intersection of business and technology. They are trained to lead their future organizations in developing and executing technology strategies and managing technology projects.

### **Who Should Apply**

The Technology Strategy and Product Management Track prepares students who aspire to senior positions in firms ranging from Product Manager and Technology Consultant to ultimately VP of Products, Chief Technology Officer, Chief Information Officer, and Chief Executive Officer.

Students enrolling in the track must have an undergraduate degree in Computer Science, Engineering, or have comparable work experience in the high-technology sector.

### **Faculty Coordinator**

Timothy Derdenger  
Associate Professor of Marketing and Strategy  
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### **Required Track Courses**

45-872	Technology Strategy	Year 1 Mini 4
45-833	New Product Management	Year 1 Mini 3; Year 2, Mini 1 & 3
45-888	Intro to Human Computer Interaction for Technology Executives	Year 2, Mini 2
45-994	Technology Strategy and Product Management Capstone	Year 2, Spring

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<sup>1</sup> Note: the timing of the courses is not guaranteed as course offerings may vary from year to year.

## Technology Strategy and Product Management

### Technology Electives Must Choose Two<sup>2</sup>

<b>Process/Project</b>	95-874	Agile Methods
	45-988	Management of Software Development for Technology Executives
	53-604	Production Leadership
<b>Technology</b>	05-834	Applied Machine Learning
	15-619	Cloud Computing
	45-851	Data Mining
	49-713	Designing for the Internet of Things
	45-887	Mobile and IoT
<b>Other</b>	94-806	Privacy in the Digital Age

### Technology Management Electives Must Choose Two

<b>Management</b>	45-951	Business Networks
	95-744	Cybersecurity Policy and Governance
	05-898	Data Science for PMs: Making Products Count
	95-722	Digital Transformation
	45-828	FinTech
	45-934	Managing Intellectual Capital and Knowledge Intensive Industries
	95-732	Marketing Digital Media
	45-970	Strategies in Information Markets
	45-981	Strategic Technology to Revitalize Business
<b>Entrepreneurship Electives Choose at <u>Most</u> One</b>		
	45-906	Business of Health Care Innovation
	45-807	Commercialization and Innovation: Strategy
	45-805	Lean Entrepreneurship
	94-850	Science of Growth

<sup>2</sup> Note: other courses may be considered with consultation and permission from the faculty coordinator