

MEDICAL DEVICE DEVELOPMENT (MDD)

College of Engineering

MDD 412 – Business Leadership for Engineers II (3 units)

Course Description: Managing innovative enterprise in changing and uncertain environments. Technology forecasting and assessment, program selection and control, financial management, regulation, and ethics. Strategic management of organizations, including analysis of industries, firm resources and capabilities and corporate strategy. Strategy formulation, implementation and strategic decision-making. Firm and industry life cycles and change.

Learning Activities: Lecture 3 hour(s).

Enrollment Restriction(s): Open to Medical Device Development majors only.

Grade Mode: Letter.

MDD 413 – Business Leadership for Engineers III (3 units)

Course Description: Corporate financial policy and investment management. Capital budgeting and cost-of-capital determination. Valuation principles for investments with long-lived and risky cash-flows. Theory of negotiation; application of theory to process of building teams to achieve business purposes. Integrative and distributive strategies of claiming value, recognizing bargaining tricks, uncovering hidden agendas, and brainstorming to extend Pareto frontier.

Learning Activities: Lecture 3 hour(s).

Enrollment Restriction(s): Open to Medical Device Development majors only.

Grade Mode: Letter.