

# Technology Strategy and Product Management

## Track Curriculum<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

#### Tim Derdenger

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#### Carnegie Mellon University

Tepper School of Business

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### Required Track Courses

45-872	Technology Strategy
05-863	Intro to Human Computer Interaction for Technology Exec
	or
05-891	Designing Human-Centered Software 12 units ( <i>will also count towards one of your Tech Electives</i> )
45-984	Technology Strategy and Product Management Capstone

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<sup>1</sup> Note: course offerings may vary from year to year.

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

<b>Process/Project</b>	95-874	Agile Methods
	53-604	Production Leadership
<b>Technology</b>	05-834	Applied Machine Learning
	15-619	Cloud Computing
	45-851	Data Mining
	95-888	Data-Focused Python
	45-920	Data Science for Finance
	45-936	Marketing Analytics
	45-881	Modern Data Management
	45-981	Developing BlockChain Use Cases
	17-781	Mobile and IoT Computing Services
	95-891	Introduction to Artificial Intelligence
	17-645	Software Engineering for AI-Enabled Systems
	11-624	Human Language for Artificial Intelligence
	05-617	Design of AI Products and Services
	49-713	Designing for the Internet of Things (or 95-733 Internet of Things)
	51-828	Design Center: Design for Digital Systems
	49-710	Product Design Thinking and Practice
	05-610	User-Centered Research & Evaluation
<b>Other</b>	94-806	Privacy in the Digital Age

### Technology Management Electives Must Choose *Three*

<b>Management</b>	45-951	Business Networks
	45-833	New Product Management
	45-952	End to End Business Analytics
	95-744	Cybersecurity Policy and Governance
	05-898	Data Science for PMs: Making Products Count
	95-722	Digital Transformation
	45-828	FinTech

<sup>2</sup> Note: Not all courses listed maybe offered each year. Other courses may be considered with consultation and permission from the faculty coordinator

	45-943	Managing Intellectual Capital and Knowledge Intensive Industries
	95-732	Managing Disruption in Media and Entertainment
	45-970	Strategies in Information Markets
	45-853	Optimization for Interactive Marketing
	45-914	Technology and Future of Work
	94-886	Advance Robotic Process Automation
	11-651	Artificial Intelligence and Future Markets
	46-876	Finance for Product Managers
<b>Entrepreneurship</b>	45-807	Commercialization and Innovation: Strategy
<b>(take at most one)</b>	45-805	Lean Entrepreneurship
	94-850	Science of Growth