

T-128.2500 Management of a Software Venture

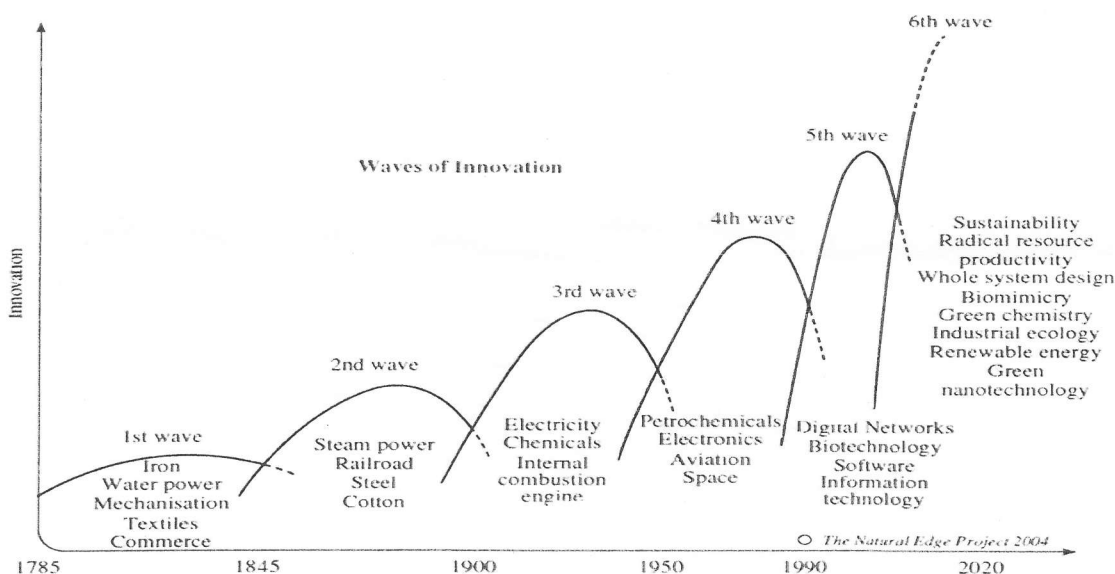
Byers, T; Dorf, R; Nelson, A. Technology Ventures: From Idea to Enterprise, 3rd Edition, ISBN-13:978-0-07-338018-6

Cusumano M A: The Business of Software. What Every Manager, Programmer, and Entrepreneur Must Know to Thive and Survive in Good Times and Bad. Free Press 2004.

Cusumano M A: Staying Power. Six Enduring Principles for Managing Strategy & Innovation in an Uncertain World, Oxford University Press 2010

Use short answers, please.

- 1) What is the 6th innovation wave?



- 2) What is the difference between an idea and an opportunity?
- 3) What is a value network? You may use an example.
- 4) What is the Innovator's Dilemma?
- 5) What are the Intellectual Property Rights.
- 6) Cusumano argued in 2004 that companies must adopt one of three basic business models. What are these models?
- 7) What are Cusumano's (2010) six critical principles that have driven the success of today's foremost companies?
- 8) Explain shortly the platform principle (Cusumano 2010).