

TECHNOLOGY INNOVATION AND PRODUCT MANAGEMENT

Manage the leading edge of technical innovation.

Technology and product innovations are rapidly reshaping our world. To effectively lead in this exciting frontier, students must understand how to forecast the impact of new technology, develop strategic investment plans, and create tactical plans for developing and managing innovative products. This concentration provides students with a strong foundation of theory, tools and techniques in this field – all highly marketable skills necessary to interface with cross-functional teams delivering product performance in an ever-changing business landscape.

EDUCATIONAL RESOURCES

World-Class Faculty

The Technology and Innovation concentration is led by academic and industry leaders who have extensive practical experience with the world's leading technology companies, including IBM, Apple, FedEx, Disney, Biogen, SAS, and the Defense Research Projects Agency. Leveraging their experience advising technology companies on current trends and cutting-edge technologies, faculty bring real-world insights to the classroom so students can analyze how today's companies approach problem solving and develop solutions.

Business Technology Club

The student-led Business Technology Club (BTC) provides opportunities for interacting with leading employers through career treks, practical insights to potential careers, peer learning and collaboration. The BTC also partners with local technology companies to offer mentoring programs to students.

SELECT COURSES OFFERED

- » Data Science and Artificial Intelligence in Business
- » Digital Marketing and Social Media
- » Innovation and Design Thinking
- » Managing Customer Data: Journeys, Insights and Growth
- » Managing Innovation
- » Marketing Research: Machine Learning for Consumer Insights
- » Marketing Strategy in Technology-Intensive Environments
- » Product Management
- » Project Management
- » Strategy in High Velocity Markets
- » Technology Strategy & Business Innovation
- » Thinking and Communicating with Data
- » Value Chain Innovation: Technology, Data & Analytics



EXPERIENTIAL LEARNING

Career Treks

Sponsored by the Business Technology Club, career treks are an important networking and recruitment opportunity. Students meet with top technology firms to enhance their understanding of careers in product management, product marketing management, operations, finance, and other functions within the technology industry.

Technical Case Preparation

Throughout the year, both Career & Leadership and the Business and Technology Club offer multiple workshops and resources for students to learn about and practice for technical case interviews. Performing well in a technical case interview is essential for students wishing to pursue internships and post-MBA roles as Product Managers and Product Marketing Managers.



Recruiters regularly report that the **ABILITY TO ANALYZE AND TELL A STORY THROUGH DATA IS A TOP 3 SKILL REQUIREMENT** for candidates recruiting in the technology industry.



PROFESSIONAL AND CAREER DEVELOPMENT

UNC Kenan-Flagler provides a number of key resources for students pursuing broad functional roles in fast-paced companies in the digital technology, life-sciences, and biotechnology sectors, as well as traditional companies that are transforming in sectors such as real estate, manufacturing, and retail.

Career Coaching

With a career coach dedicated to those pursuing careers in the technology industry, students receive personalized support and are matched with career programming opportunities that are tailored to the technology industry's recruiting timeline.

Recruiting Support

Our employer engagement specialists manage relationships with technology companies and continually work to expand the roster of tech companies that recruit students from UNC Kenan-Flagler. Together with the support of the career coaching staff, students have access to 1:1 recruitment support and interview preparation.

“UNC Kenan-Flagler has a long history of collaboration with the technology industry. We take a comprehensive view of the technology landscape; biotech, nanotech, 3D printing, robotics, wireless communication, data and processing. This allows us to explore the impact of technology on traditional as well as emerging industries. Because of this approach, our students have successfully landed jobs in firms that are creating innovative technology and firms that are using technology to change the frontier of healthcare, manufacturing and business.”

Dr. Albert Segars
PNC Distinguished Professor of Strategy and Entrepreneurship



Over the past five years, **APPROXIMATELY 20%** of the Full-Time MBA class has successfully recruited for internships and full-time jobs in the technology industry.

CAREER PATHS

- » Business and Healthcare Analytics
- » Business Informatics
- » Digital Product Marketing
- » Operations and Supply Chain Management
- » Product Design
- » Product Management
- » Project Management
- » Technology Investment
- » Technology Management
- » Technology Program Management

KEY EMPLOYERS

- | | |
|----------|-------------|
| » Amazon | » Google |
| » Apple | » IBM |
| » AT&T | » Intel |
| » Cisco | » Microsoft |
| » Dell | » Red Hat |

COMPENSATION*

BASE SALARY	SIGNING BONUS	TOTAL
\$140,490	+ \$33,422	= \$173,912

*Mean compensation in 2024 for UNC Kenan-Flagler Full-Time MBA graduates