

Technology Management Series

Required Reading for Module 1

April 11 & 12, 2024

Strategy: Leading with AI



Professor Karim Lakhani

Overview: Please download a copy of [Preparatory Instructions](#)

Please prepare for this module segment by downloading a copy of [“Competing in the Age of AI: Strategy and Leadership When Algorithms and Networks Run the World”](#) by Karim Lakhani & Marco Iansiti and reading the first chapter

Case Study: Please download a copy of [Ant Financial \(A\) \(617060-PDF-ENG\)](#)

Board of Directors Consortium



Professor David Larcker

Overview: Please download a copy of [Preparatory Instructions](#)

Please prepare for this module segment by purchasing a copy of [“Corporate Governance Matters – 3rd Edition”](#) by David Larcker & Brian Tayan and reading the chapters one and two

Case Study: Please download a copy of [The Wells Fargo Cross-Selling Scandal](#)

Executive Financial Management & Financial Analysis



Professor C. Fritz Foley

Overview: Please download a copy of [Preparatory Instructions](#)

Please prepare for this module segment by purchasing a copy of [“Analysis for Financial Management – 11th Edition”](#) by Robert C. Higgins and reading chapters two, three and four

Case Study: Please download a copy of [Butler Lumber Company \(9-292-013\)](#);

Excel File: Please download a copy of [Butler Lumber Company Financial Worksheets](#)

Reference: Please download a copy of [Glossary of Terms](#)

Navigating the Global Economy: Focus on the Top Seven Economies



Professor Richard Vietor

Overview: Please download a copy of [Preparatory Instructions](#)

Case Study: Please download a copy of [China: the New “New Normal”](#)

Navigating the Future: Exploring Emerging Technologies



Professor Drew Endy

Article: Please download a copy of [DNA 101: Reading, Writing & Editing](#)

Fact Sheet: Please download a copy of [Administration Announces New Bold Goals and Priorities to Advance American Biotechnology and Biomanufacturing](#)

Article: Please download a copy of [Atoms are Local](#)

Article: Please download a copy of [Can Synthetic Biology Save Us? This Scientist Thinks So](#)

***Note: Each of the highlighted items has been included within this Zip File**