

**Cross-Disciplinary Programs Office**  
Faculty of Applied Science and Engineering  
UNIVERSITY OF TORONTO

**CUPE 3902 UNIT 1 Job Posting**

**March 23, 2015**

**Job Posting: Course Instructor**  
**JRE410H1F/S – Markets and Competitive Strategy**  
**Summer 2015**

This course introduces the basic concepts, frameworks and methodologies useful to managers in crafting and executing entrepreneurial business strategies in technology-based companies. In the first part of the course, students gain an understanding of the external, internal, and dynamic environments of a business and the elements of a superior competitive position. In the second part, we focus on designing and delivering customer value, which involves strategic decisions about segmentation, targeting and positioning, and tactical decisions related to product introductions, marketing communications, distribution channels and pricing. In the third part of the course, we focus on the fundamentals of innovation, including commercialization, entrepreneurship and R&D management.

**Estimated enrolment:** 75

**Estimated TA support:** 3 TAs

**Course Schedule:**

**Lectures:** Tuesdays, 6:00-8:00 p.m.; Wednesdays, 6:00-8:00 p.m.

**Sessional dates of appointment:** May 4 – June 26, 2015 and June 29 – Aug 17, 2015

**Stipend:** \$12,500, inclusive of vacation pay per section

**Qualifications:** Ph.D. candidate or equivalent professional experience in the area of markets and competitive strategy; previous experience teaching a similar course is highly desirable. Familiarity with engineering concepts an asset.

**Duties of course instructor:** The instructor will prepare for and deliver 6.5 weeks of lectures (equivalent to normal 13 week term) and tutorials; set assignments and term work assessments as appropriate; set and grade a 2.5 hour final exam; collate and submit marks; handle petitions after final marks have been submitted. May be required to provide a deferred exam.

**Closing Date:** April 20, 2015

Those interested should submit a letter of application and current cv by email to Ms. Sharon Brown.

Sharon Brown  
Manager and Student Counsellor  
Cross-Disciplinary Programs Office  
email: [cdp@ecf.utoronto.ca](mailto:cdp@ecf.utoronto.ca)  
phone: (416) 978-3532

This position is subject to final budgetary approval. Subject to that approval, an appointment will be made by April 24, 2015. This notice is posted in accordance with the CUPE 3902 Unit 1 Collective Agreement. It is understood that some announcements of vacancies are tentative pending final course determinations and enrolment.