THE UNIVERSITY OF NORTH TEXAS
COLLEGE OF BUSINESS ADMINISTRATION

MGT 4335 – Technology & Innovation Management (Mondays 2-4.50pm, BLB 270)

Course Outline – Fall 2016 (August 29 – Dec 16)

Professor: Dr. Manjula Salimath, Ph.D.
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Phone: 940-565-4937
E-mail: Manjula.Salimath [at] unt.edu
Office Hours: By Appointment, Mondays & Wednesdays 12 -1.30 pm
Class Website: https://learn.unt.edu/

Introduction:

This senior level course is designed to introduce the importance of technology and innovation management to businesses. In addition, the course takes a strategic approach to the management of technology and innovation. The core content of the course is organized in three broad sections. We will explore the unique industry dynamics of technological innovation. Next, we will focus on formulating a technological innovation strategy. The final part will allow students to learn about the implementation of technological innovation strategies. Classroom discussions will help you understand the relevant issues and challenges in the successful management of technology and innovation in a business setting. Applied exercises, cases and projects are intended to allow you to relate course content to real world business scenarios. The course will be taught using a combination of readings, cases, discussions, exercises, videos, guest speakers (subject to availability), and applied projects.

Course Description:

MGMT 4335 - Technology and Innovation Management 3 hours
Examines frameworks and concepts to understand technology and innovation management in businesses. Topics may include areas such as technology entrepreneurship, product and process innovation, innovation process theories, etc. Main focus is on equipping students with the skills and ability to manage, develop and expand technological innovation. May include projects and applied exercises.

Prerequisite(s): None.

Course Objectives
Understand importance of technological innovation
Understand the industry dynamics of technological innovation
Understand factors affecting technology and innovation management
Formulate technological innovation strategy
Make decisions related to technological innovation
Implement technological innovation strategy

Other readings, cases, articles, etc as assigned. Relevant research information, databases, tutorials, are available via UNT libraries.

Course website is located on Blackboard Learn – which you must check periodically for updates, notices, changes, etc.

**Other Class Guidelines and Policies:**

In class, be responsible, eager and motivated to enhance your learning experience.

Be proactive in your learning. If you do not understand, ask.

Share and discuss your experiences with technology and innovation management.

Be respectful of others - turn off cell phones, do not enter the class late or leave early.

Do not plagiarize or copy – this is an automatic fail and other consequences will follow.

If you have special needs or need accommodation for disabilities, please let me know.

If you are missing a class due to University excused absences, let me know in advance.

Late assignments will not be accepted, and no make up tests are given.

All assignments are to be typed. No handwritten assignments will be accepted.

You are expected to come well prepared for class with the required reading.

If you need to take a make up test due to university approved absences, please provide the instructor with a certificate of absence from the Dean of Students.

Be a good team player and work effectively with your group on projects

Use of electronic devices of any kind is not allowed in class.

Disruptive behavior online or in class is not allowed, and is subject to severe penalty.

Professional and courteous behavior is expected at all times, and in all forms of interaction. The student code of conduct is in effect at all times. A failure to observe these expectations may result in disciplinary action as per University guidelines.

If you need extra help, please do not wait until the last minute to seek help. Make sure you seek assistance well in advance (minimum of a week earlier, more for complex tasks).
Sundown Rule: You have one week after grades are posted for grade inquiries.

Participation: Please keep a daily log of your active participation (signed by me) that is to be turned in at the end of the semester. Active participation means engaging in meaningful and thought provoking discussion during class. Attendance at all classes is required. Hence missing or coming late to class or leaving early will affect your participation points. On occasion, I may include class activities on certain days for points. I will consider your log (if valid), but points will be based on my judgment and instructor decision is final.

If you engage in academic dishonesty (plagiarism or cheating) related to this class, you will receive a failing grade on the test or assignment, and a failing grade in the course. In addition, the case may be referred to the Dean of Students for appropriate disciplinary action. This policy is intended to protect the honest student from unfair competition with unscrupulous individuals who might attempt to gain an advantage through cheating. See http://vpaa.unt.edu/academic-integrity.htm for more details. Turnitin may be used as needed.

The Student Perceptions of Teaching (SPOT) is required for all organized classes at UNT. This short survey will be available to you at the end of the semester. I consider your participation in the SPOT to be an integral part of the course. Students may access the SPOT at https://Eagle Connect.edu and selecting the SPOT banner.

Acceptable Student Behavior: Student behavior that interferes with an instructor’s ability to conduct a class or other students' opportunity to learn is unacceptable and disruptive and will not be tolerated in any instructional forum at UNT. Students engaging in unacceptable behavior will be directed to leave the classroom and the instructor may refer the student to the Center for Student Rights and Responsibilities to consider whether the student's conduct violated the Code of Student Conduct. The university's expectations for student conduct apply to all instructional forums, including university and electronic classroom, labs, discussion groups, field trips, etc. The Code of Student Conduct can be found at www.unt.edu/csrr

PERFORMANCE EVALUATION AND GRADING:

Your grade in this course will be determined by your performance on various class components such as tests, cases, projects and your participation in class activities. Details will be provided in class. No curves are added. The distribution of points and letter grades is as follows:

<table>
<thead>
<tr>
<th>Component</th>
<th>Points</th>
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</thead>
<tbody>
<tr>
<td>Tech Cases 2@15</td>
<td>30 points</td>
</tr>
<tr>
<td>Tests 3 @100</td>
<td>300 points</td>
</tr>
<tr>
<td>Final Project</td>
<td>150 points</td>
</tr>
<tr>
<td>Participation</td>
<td>20 points</td>
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<tr>
<td><strong>Max points available</strong></td>
<td><strong>500 points</strong></td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Total Points</th>
<th>Grade</th>
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<tbody>
<tr>
<td>450 to 500</td>
<td>A</td>
</tr>
<tr>
<td>400 to 449.9</td>
<td>B</td>
</tr>
<tr>
<td>350 to 399.9</td>
<td>C</td>
</tr>
<tr>
<td>300 to 349.9</td>
<td>D</td>
</tr>
<tr>
<td>299.9 or below</td>
<td>F</td>
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</table>
## Course Outline – Fall 2016*

<table>
<thead>
<tr>
<th>Week</th>
<th>Date</th>
<th>Topic</th>
<th>Reading/Assignment</th>
</tr>
</thead>
</table>
| 1    | Aug 29 | Overview  
Importance of Technological Innovation | Chapter 1 |
| 2    | Sep 5  | Memorial Day | No Class, UNT closed |
| 3    | 12    | Sources of Innovation  
Types and Patterns of Innovation | Chapters 2, 3 |
| 4    | 19    | Standards Battles and Design Dominance  
Timing of Entry | Chapters 4, 5  
**Due: Tech Case 1** |
| 5    | 26    | **Test 1** | *(Chapters 1-4)*  
**Due: Tech Case 1** |
| 6    | Oct 3 | Defining the Organization’s Strategic Direction  
Choosing Innovation Projects | Chapters 6, 7 |
| 7    | 10    | Protecting Innovation  
Collaboration Strategies | Chapters 9, 8 |
<p>| 8    | 17    | Tech Case Presentations (mini) | <strong>Due: Tech Case 2</strong> |</p>
<table>
<thead>
<tr>
<th>Week</th>
<th>Date</th>
<th>Topic</th>
<th>Reading/Assignment</th>
</tr>
</thead>
<tbody>
<tr>
<td>9</td>
<td>24</td>
<td><strong>Test 2</strong></td>
<td><em>(Chapters 5-7, 9)</em></td>
</tr>
<tr>
<td>10</td>
<td>31</td>
<td>Organizing for Innovation Managing the New Product Development Process</td>
<td>Chapters 10, 11</td>
</tr>
<tr>
<td>11</td>
<td>Nov 7</td>
<td>Managing New Product Development Teams Crafting a Deployment Strategy</td>
<td>Chapters 12,13</td>
</tr>
<tr>
<td>12</td>
<td>14</td>
<td><strong>Test 3</strong></td>
<td><em>(Chapters 8, 10-13)</em></td>
</tr>
<tr>
<td>13</td>
<td>21</td>
<td>Project Work Task &amp; role organization</td>
<td><strong>Due</strong>: Charter</td>
</tr>
<tr>
<td>14</td>
<td>28</td>
<td>Work on Final Project</td>
<td><strong>Due</strong>: Summary Post (Thanksgiving Break 24-27)</td>
</tr>
<tr>
<td>15</td>
<td>Dec 5</td>
<td>Final Project Presentations (Team)</td>
<td><strong>Due</strong>: Written Reports, copy of presentation, Peer Evals, &amp; Participation Log</td>
</tr>
<tr>
<td>16</td>
<td>Dec 12</td>
<td>Finals week</td>
<td>TBA</td>
</tr>
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*Note: While every attempt will be made to follow the schedule, some changes may occur. Adjustments may be necessary to accommodate guest speakers, contingencies, weather closures, etc. It is your responsibility to be aware of any changes to the schedule. Details on various assignments will be available to enrolled students during the semester.*

The office of Disability and Accommodation (ODA, 565-4323) will administer exams to disabled students who request it during the first week of class. Refer: [http://disability.unt.edu/](http://disability.unt.edu/) for guidelines and procedures.
Library Information for Fall 2016

The Libraries’ collection of business books has moved from Willis to Eagle Commons.

All of the College of Business textbook reserves are now at Eagle Commons Library (located in the old ISB).

Students can enter the Eagle Commons Library through the main entrance of Sycamore Hall on the first floor of the building (on the side facing the Life Sciences Complex).

Check UNT libraries website for hours & updates or call (940-565-2411)