Sam Houston State University
College of Business Administration
Department of Management & Marketing
Course Syllabus
Online

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MGMT 5320 Management of Innovation and Technology. A study of current topics in the management of creativity, innovation, technology, and quality assurance. Guest speakers and experiential exercises will be utilized in addition to lectures, student presentations, and class discussions of topics. The major project in the course will be the development of a technology forecast in a particular technology area through the use of the literature and contact with researchers and leaders in the selected field. (Graduate Catalog)

Materials:

Alan G. Robinson & Sam Stern (1997): Corporate Creativity.
        ISBN 1-57675-009-4.

Victor Sower & Frank Fair (2012): Insightful Quality: Beyond Continuous Improvement (Can be accessed from the library for free)
        ISBN-13: 978-1-60649-291-8 (ebook)

Headset: Headphones with microphone

Course Objectives:

1) Demonstrate an understanding of managing innovation and technology.
2) Analyze business situations and formulate technology forecasts to help business organizations successfully compete in the future.
3) Demonstrate analytical and decision making skills.
4) Demonstrate oral and written communication skills.

Course Topics:

1) Elements of Creativity
2) Intellectual Property Protection
3) Technology Forecasting
4) Managing the Creative Process
5) Types of Innovation

Students are expected to read the text, participate in activities and discussions, take their own notes and complete all course requirements.

Attendance Policy:
Attendance is required and is in compliance with SHSU's policy. If you are absent it is your responsibility to find out what you missed from a classmate. If you miss more than 3 scheduled online meetings or you miss any student's oral presentation or your own presentation the penalty will be 10% on your final course grade.

Academic Dishonesty:
All students are expected to engage in all academic pursuits in a manner that is above reproach. Students are expected to maintain honesty and integrity in the academic experiences both in and out of the classroom. Any student found guilty of dishonesty in any phase of academic work will be subject to disciplinary action. The University and its official representatives may initiate disciplinary proceedings against a student accused of any form of academic dishonesty including but not limited to, cheating on an examination or other academic work which is to be submitted, plagiarism, collusion and the abuse of resource materials. For a complete listing of the university policy, see:
Dean of Student's Office

Plagiarism
Plagiarism is considered academic dishonesty.
View this handout from the Academic Success Center @ SHSU

http://www.shsu.edu/centers/academic-success-center/writing/handouts/wp/WP-2.pdf

Student Absences on Religious Holy Days Policy:
Section 51.911(b) of the Texas Education Code requires that an institution of higher education excuse a student from attending classes or other required activities, including examinations, for the observance of a religious holy day,

including travel for that purpose. Section 51.911 (a) (2) defines a religious holy day as: "a holy day observed by a religion whose places of worship are exempt from property taxation under Section 11.20…." A student whose absence is excused under this subsection may not be penalized for that absence and shall be allowed to take an examination or complete an assignment from which the student is excused within a reasonable time after the absence.

University policy 861001 provides the procedures to be followed by the student and instructor. A student desiring to absent himself/herself from a scheduled class in order to observe (a) religious holy day(s) shall present to each instructor involved a written statement concerning the religious holy day(s). The instructor will complete a form notifying the student of a reasonable timeframe in which the missed assignments and/or examinations are to be completed. For a complete listing of the university policy, see:

   http://www.shsu.edu/~vaf_www/aps/documents/861001.pdf

Students with Disabilities Policy:
It is the policy of Sam Houston State University that individuals otherwise qualified shall not be excluded, solely by reason of their disability, from participation in any academic program of the university. Further, they shall not be denied the benefits of these programs nor shall they be subjected to discrimination. Students with disabilities that might affect their academic performance are expected to visit with the Office of Services for Students with Disabilities located in the Counseling Center. They should then make arrangements with their individual instructors so that appropriate strategies can be considered and helpful procedures can be developed to ensure that participation and achievement opportunities are not impaired.

SHSU adheres to all applicable federal, state, and local laws, regulations, and guidelines with respect to providing reasonable accommodations for students with disabilities. If you have a disability that may affect adversely your work in this class, then I encourage you to register with the SHSU Counseling Center and to talk with me about how I can best help you. All disclosures of disabilities will be kept strictly confidential. NOTE: No accommodation can be made until you register with the Counseling Center. For a complete listing of the university policy, see:

   http://www.shsu.edu/~vaf_www/aps/811006.pdf

Classroom Professionalism

1) Discussions are respectful of each other.
2) All class materials read and reviewed.
3) Team members will be respectful of each other.
4) All course work will be type written including exams.

Course Work:

Participation (275 Points, individual):
This area will be assessed through the participation in discussions online, participation in class and group activities. Each student starts with 100 points at the beginning of the course each time missed will result in a 10 point reduction in the students score.

Exam (100 Points, individual):
Grammar, syntax and sentence structure will account for 15 percent of your grade.

Technology Snapshot (100 Points, team):
Each team will prepare and turn in a one page executive type summary of the patent your group chooses for the semester. The purpose of this exercise is to ensure that each student in the team has an understanding of the technology that is patented. Use 12 point font and single space the document. Grammar, syntax and sentence structure will account for 15 percent of your grade.

Technology Forecast (225 Points, team):
Each team will prepare and turn in a written technology forecast using the methods, techniques, and/or tools presented during this course. The purpose of this exercise is to demonstrate skills, knowledge, critical thinking and understanding of the course material as well as the students' ability to work in virtual teams. The written forecast will be 15-20 pages in length. **Fifty points of this score will be peer evaluation.** Use 12 point font and double space the document. Grammar, syntax and sentence structure will account for 15 percent of your grade. **Fifty points will be presentation. Twenty-five points will be allocated to spelling grammar and sentence structure. The remaining 100 points will be allocated to the written forecast (See critical thinking definition).**

Definition of Critical Thinking:
Critical Thinking is an active, comprehensive exploration process for formulating opinions, drawing conclusions, and making decisions. Critical Thinkers use evidence and logic to form and evaluate theories. The Critical Thinking Process involves asking pertinent questions, gathering relevant evidence, evaluating assertions based on the facts, and drawing reasoned conclusions. Critical Thinking is an ongoing process where beliefs and assumptions are continually assessed and revised in light of new evidence.

Grading:

Participation	275 points
Exam	100 points
Technology Snapshot	100 points
Technology Forecast	225 points
Total Points	700 points

Point Breakdown:

630+	A
560-629	B
490-559	C
489 or less	F

Topic	Date Opens	Any Activity, Assignment and/or Discussion Due	Subject	Activities	
Module A		**Introduction**			Points Per Session
Introduction Session 1	August 23	August 31 by 6 pm	Class Expectations Introduction	Discussion about this semester Read list of best practices for this course for students Complete Location Request Take creativity assessment Discussion Introduction with Audio	**Creativity Assessment 30 points** **Discussion Board 5 points** **Introduction with audio 30 points** **Total points this session= 65**
Session 2	August 30	September 6 by 6 pm	Introductions	Listen to classmates introductions. Ask questions. Discussion Board Begin reading Corporate Creativity	**Review and questions of Classmates introduction 20 points** **Discussion board 10 points** **Total points this session = 30**
Module B		**Corporate Creativity**			
Session 3	September 6	September 14 by 6 pm		Discussion Watch Video Continue reading book	Discussion boards 10 points each. **Total of 20 points this session**
Session 4	September 13	September 21 by 6 pm		Discussion Patent Assignments Continue reading book	Discussion Boards 10 points each. **Total of 20 points for this session.**

Module C		Technology Forecasting			
Session 5	September 20	September 28 by 6 pm	Technology Snapshot & Forecast Video on Idea Generation Reading assignments	Collaboration space Discussion Team building exercise	**Team Building (Moon Landing) Exercise 30 points Discussion Board on Moon Landing Exercise 10 points** **Total of 40 points for this session.**
Session 6	September 27	October 5 by 6 pm	Technology Forecast Lecture Tutorial on Patsnap software	Collaboration space Discussion Team building exercise Team signup sheet for software	**Discussion Board 10 points** **Technology Snapshot assigned (Due date Oct. 19th, 6 pm)** **Total of 10 points for this session**
Session 7	October 4	October 12 by 6 pm	Patents, Copyrights	Video Lecture 5 short articles 3D printing video Discussion board	Discussion board 10 points Total of 10 points for this session
Session 8	October 11	October 19 by 6 pm		Technology Snapshot Due October 19, 6:00 pm Discussion **Technology Forecast, Presentation Assigned Due November 22, 6:00 pm. Exam issued, Exam Due Oct. 25, 6:00 pm**	**Discussion Board 10 points** **Technology Snapshot is worth 100 points** **Total of 110 points this session**

Session 9	October 18	October 25 by 6 pm	Technologies of the Future	Discussion	**Discussion Board 10 points** **Exam is worth 100 points Total of 110 points this session**
Module D		**Insightful Quality**			
Session 10	October 25	November 2 by 6 pm	Insightful Quality	Chapters 1 & 2 Video Interview with Dr. Sower and Dr. Fair Interview with Astronaut Discussion	Discussion board 10 points
Session 11	November 1	November 9 by 6 pm	Insightful Quality	Chapters 3 & 4 Discussions	**Discussion boards 10 Points each** **Total of 20 points this session**
Session 12	November 8	November 14 by 6 pm	Insightful Quality	Chapters 5 & 6	**Work on Forecast**
Session 13	November 15	**November 24 by 6 pm**	Work on Forecast		**Work on Forecast**
Module E		**Presentations**			
Session 14	November 22	November 27 by 6 pm**			**Technology Forecast, Presentation, and peer evaluations due November 22, 6 pm. (225 points)** **Watch classmates presentations and comment (10 Points)**
Session 15	November 27	December 1 by 6 pm**			**Watch classmates presentations and comment (10 Points)**
Module F		**Reflections**			

Session 16	December 4	December 6 by 6: pm**	Debrief	**Discussion**	**Discussion Board 10 Points**