



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

**Dr. Pamela Zelbst
Management of Innovation & Technology
MGMT 3327**

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Office Hours: Online Class by email or phone call

Required Textbooks

Corporate Creativity: How Innovation & Improvement Actually Happen, Alan Robinson and Sam Stern, 1997, ISBN 978-1-57675-009-4 (hardcover) or 978-1-57675-049-0 (paperback).

On Innovation, Harvard Business Review, Peter Ferdinand Drucker, 2013, ISBN: 978-1-4221-8985

The Idea Agent: The Handbook on Creative Processes, Jonas Michanek and Andreas Breiler, 2013, ISBN 978-0-415-82414-9.

Course Description

This course addresses issues concerning the management of innovation and technology such as developing creative potential in individual and organizations and the management of creative employees. The importance of innovation and technology to business and society, forecasting for innovation and technology, the value of creation, types of innovation, and the role technology plays in innovation will be addressed. Prerequisites: MGMT 3310. Credit 3. (SHSU Undergraduate Catalog).

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

Course Objectives

1. Understand the importance of innovation and technology in the workplace.
2. Understand principles and concepts for forecasting for innovation.
3. Understand the processes associated with protection of innovations and new technologies.

See schedule for topics covered in class.

Attendance Policy

Attendance is required and in compliance with SHSU's policy. If **you** are **absent** it is **your responsibility** to find out what **you missed** from a **classmate**.

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. 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). This request must be made in the first fifteen days of the semester or the first seven days of a summer session in which the absence(s) will occur. 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.

DISABLED STUDENT POLICY

It is the policy of Sam Houston State University that no otherwise qualified disabled individual shall, solely by reason of his/her handicap, be excluded from the participation in, be denied the benefits of, or be subjected to discrimination under any academic or Student Life program or activity. Disabled students may request help with academically related problems stemming from individual disabilities from their instructors, school/department chair, or by contacting the Chair of the Committee for Continuing Assistance for Disabled Students and Director of the Counseling Center, Lee Drain Annex, or by calling (936) 294-1720.

Honesty

Each student is responsible for their own work. Academic dishonesty will not be tolerated. Plagiarism will not be tolerated. Software may be employed to identify individuals that plagiarize.

Examinations

There will be three exams. The first exam is a case study. The second exam will be essay questions. Final is a reflective essay.

Evaluation Scheme

Activities and Exercises	100
Participation	100
3 exam @ 100 points	<u>300</u>
Total Points	500

Grade Structure

450+ Points	A
400-449 points	B
350-399 points	C
300-349 points	D
299 points and below	F

Instructor reserves the right to change the syllabus as is necessary.

SCHEDULE*

Topic	Date Opens*	Any Activity, Assignment and/or Discussion Due	Subject	Activities
Introduction	January 17*	January 21 by 11:59 pm	Class Expectations Introduction to Creativity & Innovation	Syllabus Review Creativity Assessment Read Chapters 1-3
Module A		Corporate Creativity		
A: Corporate Creativity	January 21*	January 28th by 11:59 pm	Chapters 1-3	Read Chapters 4-6 Discussion Question
A: Corporate Creativity	January 28*	February 4th by 11:59 pm	Chapters 4-6	Read Chapters 7-9 Discussion Question
A: Corporate Creativity	February 4*	February 11th by 11:59 pm	Chapters 7-9	Read Chapters 10-12 Discussion Question
A: Corporate Creativity	February 11*	February 18th by 11:59 pm	Chapters 10-12	Exam 1 Read Innovation Catalysts and Stop the Innovation Wars in the second book, On Innovation
Module B		On Innovation		
B: On Innovation	February 18 th *	February 25th by 11:59 pm	Innovation Catalysts Stop the Innovation Wars	Read How GE is Disrupting Itself and The Customer-Centered Innovation Map in the second book, On Innovation Exercise: types of Innovation Discussion Question
B: On Innovation	February 25 th *	March 4th by 11:59 pm	How GE is Disrupting Itself The Customer-Centered Innovation Map	Read Is It Real? Can We Win? Is It Worth Doing, Six Myths of Product Development, Innovation: The Classic Traps Discussion Question
B: On Innovation	March 4 th *	March 18th by 11:59 pm	Is It Real? Can We Win? Is It Worth Doing Six Myths of Product Development Innovation: The Classic Traps	Read Discovery-Driven Planning and The Discipline of Innovation Discussion Question
B: On Innovation	March 12 th -16th		Spring Break	
B: On Innovation	March 18 th *	March 25th by 11:59 pm	Discovery-Driven Planning The Discipline of Innovation	Read Innovation Killers
B: On Innovation	March 25 th *	April 1st by 11:59 pm	Innovation Killers	Exam 2 Read The Age of Creativity &

				Ideas, Creativity and Innovation in third book The Idea Agent Discussion Question
Module C		The Idea Agent		
C: Idea Agent	April 1 st *	April 8th by 11:59 pm	The Age of Creativity & Ideas, Creativity and Innovation	Read Managing Creative Processes, Need, and Idea Generation Discussion Question
C: Idea Agent	April 8 th *	April 15th by 11:59 pm	Managing Creative Processes Need Idea Generation	Exercise: Need Orientation Tools Exercise: Idea Generation Tools
C: Idea Agent	April 15 th *	April 22nd by 11:59 pm	Screening and Development	Exercise: Screening and Development Tools
C: Idea Agent	April 22 nd *	April 29th by 11:59 pm	Enriching and Conceptualization Results: And What Next?	Exercise: Introduction and Energy Tools
C: Patsnap	April 29 th *	May 4 th by 11:59 pm	Review of Patent Search Software	
Course Debrief & Final				
	May 6 th *	May 8th by 11:59 pm	Debrief	Final Exam (Reflective Essay)

*Classes open at 11:59 pm