

**Sam Houston State University
College of Business Administration
Department of Management & Marketing
Course Syllabus
Spring 2018**

**Dr. Pamela Zelbst
MGMT 3325
Classroom: 335
Time: 11:00 am-12:20 pm**

**Office: SHB 236H
Phone: 936-294-3840
Office Hours: 1:00-3:00 pm
Email: zelbst@shsu.edu**

New Product & Technology Commercialization

Required Text:

**Purchase: Commercialization of Innovative Technologies, Touhill, C.J.,
Touhill, G.J. & O'Riorday, T. A. Publisher: Wiley Interscience
ISBN: 978-0-470-23007-7**

**Free through our Library: Mobile Commerce: How It Contrasts, Challenges
and Enhances Electronic Commerce, Swilley, E. Publisher: Business
Expert Press**

**Free through our Library: Designing Supply Chains for New Product
Development, Arreola-Risa, A. & Keys, B. Publisher: Business Expert
Press**

Course Description

This course addresses the issues of formulation, financing and operations of bringing new products to market. The course will include a group term project designed to teach the students the process of commercializing new products. Topics will include environmental screening, developing and testing the concept of the product, funding, patents and copyrights.

Prerequisite: [MGMT 3310](#).

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

Course Objectives

1. Explain the process of commercializing new products. (A4) (B5)
2. Describe the concepts and principles associated with the product formulation. (B5)

3. Describe the methods and demonstrate the use of tools to screen and test product concepts. (B5)
4. Describe team structures and processes used in product design, development and launch. (B5)

Course Topics Include but are not limited to:

- 1) Environmental Screening
- 2) Developing and Testing the Concept of the Product
- 3) Funding, Patents and Copyrights
- 4) Tools for Bringing New Products to Market

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. If a student is late 3 times that will equal an absence.**

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 & Other Assignments

Exams are not cumulative except the final. There will be one (1) exam made up of multiple choice questions, essay questions and problems. The final is a reflective essay. Each exam is worth 100 point. **There will be no makeup exams.**

Exam I	Commercialization of Innovative Technologies	100
Final	Reflective Essay	100
Participation	Discussion Questions, Quizzes & Assignments	100
Project	Stratus	150
Presentation		<u>50</u>
Total Points		500

Evaluation Scheme

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 2018

Topic	Week	Date	Activities
Introduction	1	January 17 th	Syllabus Review Read Chapter 1
Establishing Perspective	2	January 22 nd	
		January 24 th	Read Chapters 2 & 3
Standardizing Technology/Developing an End Game	3	January 29 th	Read Chapters 4, 5 & 6
Finding Ideas/Investing in Ideas/Assessing Ideas		January 31 st	Read Chapters 7 & 8 Form Teams
Paying for & Controlling Ideas/ Developing Ideas	4	February 5 th	Read Chapters 9, 10, & 11 Review Stratus Products Develop Questions
Mitchell Ray of Stratus		February 7 th	
Designing and Developing Technology/ Demonstrating Technology/ Standardizing Technology	5	February 12 th	Read Chapters 12 & 13
Tour of Center for Innovation & Reachnology		February 14 th	
Packaging Technology/ Applying Technology	6	February 19 th	Read Chapters 14, 15 & 16
Marketing & Selling Technology/ Tracking Technology/ Monitoring Technology		February 21 st	Read Chapters 17 & 18
Improving Technology/ Building on Success & Learning from Failure	7	February 26 th	
Exam 1		February 28 th	Read Chapters 1-3
Mobile Commerce	8	March 5 th	Progress reports on project Develop Questions
Mitchell Ray of Stratus		March 7 th	Read Chapters 4-6
Have Fun!	9	March 12 th	
		March 14 th	
Mobile Commerce	10	March 19 th	Read Chapters 1, 2 & 3
Designing Supply Chains for New Product Development: Supplier Landscape/Make Versus Buy/Low- Cost Country Sourcing		March 21 st	Read Chapters 4 & 5
Intellectual Property/Accommodating Design Changes	11	March 26 th	Read Chapters 6, 7 & 8
Learning Curves/ Risk as a Measure of Total Cost of Ownership/Cost Modeling		March 28 th	Read Chapters 9 & 10

Supplier Networking/Decision Framing	12	April 2 nd	Read Chapter 11
War Gaming & Table Topping your Strategies		April 4 th	
In Class Team Work Day	13	April 9 th	Read Chapter 12
Putting It All Together		April 11 th	
In Class Team Work Day	14	April 16 th	Read Chapter 13
Conclusion of Designing for New Product Development		April 18 th	
In Class Team Work Day	15	April 23 rd	
Wrapping up Course Materials		April 25 th	
Presentations (Mitchell Ray)	16	April 30 th	
Presentations (Mitchell Ray)		May 2 nd	
Final	17	May 9 th	12:00-2:00 pm