

**Sam Houston State University  
College of Business Administration  
Department of Management & Marketing  
Course Syllabus  
Spring 2008**

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Management of Innovation  
& Technology: MGT 561**

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**Office Hours: Tuesday and Thursday  
9:00 am-12:00pm  
1:00 pm-3:00 pm  
Wednesday  
2:00 pm-3:30 pm**

- **The University Center by 5:00 p.m. until 6:00 p.m. on Tuesday (I will be in the classroom or the Faculty Lounge on the 3<sup>rd</sup> floor).**
- **No food is permitted in the classroom. Only water in a bottle with a cap.**

**MGT 561 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 discussion 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 2007-2009)

**Required Materials:**

**Melissa Schilling (2008): Strategic Management of Technological Innovation, 2<sup>nd</sup> Edition. ISBN: 0-07-321058-7.**

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

**Course Objectives:**

- ▶ Develop an understanding of the management of creativity and innovation.
- ▶ Work in teams to develop a technology forecast.
- ▶ Develop communication skills (oral and written).

**Students are expected to read the text, participate in classroom 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 the student misses more**

**than three classes or misses the oral presentation for the groups** (*this includes all presentations not just your group's presentation*) **the penalty will be 10% on the final course grade.**

### **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.

### **Cell Phones**

Ringers on cell phones must be turned off before class begins. On exam days cell phones must be placed in your school bag, pocket, etc. No taking pictures, talking or text messaging on the cell phone will be permitted during class or exams.

### **Laptop Computers**

Laptop computers are to be used only for taking notes. Surfing the internet, playing games, instant messaging, emailing, and etc. will not be tolerated.

### **Examinations**

Exams are not cumulative. There will be two (2) exams with a combination of essay questions, and problems. Each exam is worth 100 point. Exams will be take-home.

The exams must be typed, completed and handed in to the instructor by 6:10 p.m. on the due date.

**Exam I                                  Corporate Creativity & Quality Control**  
**Exam II                                 Strategic Management of Technological Innovation**

**Team Work**

Students will work in teams of 3 students. The teams have the responsibility of meeting on a regular basis. In addition, the teams will work together to produce a written case audit. Each team will submit in writing a contract as to the responsibility of each team member. However, the team will be graded as a whole and it is the responsibility of the team to make sure all work is complete and included in the oral and written audit. The instructor will not intervene with team management. Students can fire a team member with the unanimous vote of the team (with the exception of the one being fired) and the instructor's consent. The individual that is fired will be expected to complete the assignment in its entirety on their own.

**Project**

The team will be responsible for a written technology forecast. In addition the team will be responsible for an oral presentation of the project.

**Grade Schedule:**

Submission of late work will be penalized 5 points per day late. Participation in this course is important. The student must attend class, be prepared to discuss the topics, and demonstrate knowledge and comprehension of the information. **If the student misses more than three classes or misses the oral presentation for the groups (this includes all presentations not just your group's presentation) the penalty will be 10% on the final course grade.**

**Grade Breakdown**

Exam 1	100
Exam 2	100
Project	190
Presentation	10
<u>RFID Assignments</u>	<u>100</u>
<b>Total Points</b>	<b>500</b>

**Points Breakdown:**

<b>450+</b>	<b>A</b>
<b>400-449</b>	<b>B</b>
<b>350-399</b>	<b>C</b>
<b>300-349</b>	<b>D</b>
<b>299 or less</b>	<b>F</b>