

Syllabus
Fall 2016
EMGT 5531: Technology Planning and Management

Course Information

Title: Technology Planning and Management

Course Number & Section: 5531-01

Classroom: D241

Time: 7:00 p.m. - 9:50 p.m. Wednesday 8/22- 12/10, 2016.

Very Important

1. Only UHCL email will be accepted for communication.
2. Please include your name and last name in the end.
3. Please make sure that you start the Subject with EMGT 5531.
4. Please note that you will need use Blackboard. Please familiarize yourself with it.

For technical support, please go to

http://prtl.uhcl.edu/portal/page/portal/UCT/New_UCT/services/online_support1/students

Textbook and learning materials

- **Primary textbook:** Strategic Management of Technological Innovation, 4th edition, Melissa Schilling, McGraw-Hill/Irwin Publishing, 2013.
- **Supplementary material:** will be provided in class and posted in Blackboard

Instructor Information

Professor: Xiaojun (Gene) Shan, Ph.D.

Office: Delta Annex 6

Office Phone: 281-283-3814

Electronic mail: Shan@uhcl.edu (Best way of contact)

Office hours: **10:00 AM – 12:00 PM on Monday & Thursday**, and others by appointment.

Please use the email provided in Blackboard (BB) for any course related subject. If you have any question beyond the scope of this class subject, you can contact me at Shan@uhcl.edu for my attention.

Office hours are always by appointment. The email is the preferred method of communication for this class – I am trying to be very responsive. If you leave a voice message, you should be sure to leave your name, the class name and section number, a return phone number and appropriate times for return phone calls.

Course Description

The objective of this course is to introduce the students to the fundamental concepts, practices and techniques that form the knowledge base for engineering, technology, innovation management and strategy.

Course Learning Objectives and Outcomes

Upon completion of this course, students will:

- Form a solid knowledge base of fundamentals of strategic management of innovation and new process development
- Understand processes for innovation implementation
- Understand the effects of organizational components on technical innovation

Syllabus

While every attempt has been made to provide a syllabus that is complete and give an accurate overview of the course. However, unexpected circumstances and events may require the instructor to modify the syllabus during the semester. This may depend, in part, on the needs, progress, and experiences of the students. The instructor reserves the right to modify the syllabus at any time during the semester.

Course Materials

All materials in the textbook, including the assigned case studies, the lectures and discussions in class, and the content of any other presentations are all eligible for inclusion in the assignments.

Course Prerequisite

Proficiency in the use of electronic tools (MS Word, MS Excel, MS Powerpoint or equivalent tools) and Web browsers (Internet Explorer, Firefox, Opera, etc.) is required.

Student Responsibilities

Time Commitment:

Students should expect to spend 3-4 hrs per week with the courseware. This is not to include the time spent reading material or researching material on the internet. The time spent on preparing assignments and discussion posts depends upon each student's ability. In total, students should expect to spend between 10-12 hours per week on course activities and assignments. Spending less time would be insufficient for success in this course.

Due dates, late work and make-up:

- Assignments will be due 12 pm (NOON) of due date.
- **No late assignments will be accepted.**
- There will be no Make-up Exams.

Academic Honesty:

The University of Houston-Clear Lake has a "0" tolerance policy for academic dishonesty and if the student is in violation an "F" the course will be applied. Please refer to the [11.4 ACADEMIC HONESTY POLICY](#) in the Faculty Handbook.

Course Withdrawal:

Students may drop a course through the registration process and may receive a refund during the first week of classes. After the first week, students need to notify the instructor and then withdraw from the course as faculty will not drop or withdraw

students. Please refer to the [academic calendar](#) for the exact dates and also review the [withdrawal policy](#)

Counseling Services:

Counseling assistance will be available on Tuesday and Thursdays by appointment

Technical Assistance:

Help Desk Hours -

Monday through Thursday 8 A.M. to 10:30 P.M.

Friday 8 A.M. to 5 P.M.

Saturday 8 A.M. to 5 P.M.

Sunday Closed

Email: supportcenter@uhcl.edu

Phone: (281) 283-2828

From Student and Educational Services-Students with Disabilities:

If you wish to receive special accommodations as a student with a documented disability, please make an appointment with the Disability Services at ext 2626 or Students service building Room 1301

Class Attendance

Class attendance is expected, though not mandatory. If for some reason a student should miss a class, it is the *student's* responsibility to:

- Inform themselves (through slides, Blackboard, classmates, etc.) of any administrative announcement (e.g., schedule changes) discussed during a session.
- “Make-up” any of the course material covered in the session. Note that work presented in class may not be covered adequately in the textbook.

It is not necessary to inform me of an absence should a situation arise where attendance is not possible. Please note however, that I reserve the right not to provide extensive information about what transpired in a class.

Course Progress:

Considering the diverse course format and intensity, it is strongly recommended that you are to complete all readings required prior to the class.

Late Assignment and Make-up Exam Policy:

No late assignment will be accepted, and there is no make-up exam allowed.

Incomplete Policy:

Incomplete grades may be given at the discretion of the instructor to students who fail to complete necessary work for final evaluation. When assigning the Incomplete (“I”), instructors should provide students with an outline of the work to be accomplished before the “I” can be converted to a final mark and should specify a deadline date; the outline constitutes an agreement between the instructor and the

student. Students are encouraged to read the “Incomplete policy” at [11.3 Grading Procedures in the Faculty Handbook](#).

Grading Policy

Your grade will be determined by the following four components:

- Class Participation (Class Exercises and Discussions) (10%)
- Quizzes (3 x 10 points) (30%)
- Mid-Term Exam (30%)
- Final Group Project (30%)

Grading Scale and guidelines:

The class participation grade is somewhat subjective and reflects both the quantity and quality of your contribution to discussions.

A 93-100%	A- 88-92.9%	
B+ 86 – 87.9%	B 83-85.9%	B- 80-82.9%
C+ 77 – 79.9%	C 73-76.9%	C- 70-72.9%
F <69.9%		

Submission:

- Final project submissions must be made through Blackboard, using the link provided under the appropriate folder
- All documents must be Word or PDF
- **Correctness of grammar and spelling, proper use of style and the overall organization of the assignment is crucial (points WILL be deducted). The paper should reflect the scholarship of a graduate student**

1. Class participation: 10%

- Participation in class is crucial for this course. We will go through small exercises, games, and Q&A sessions. Answering and asking questions, providing insight to discussions, and active participation in class will be criteria for grading.

2. Quizzes: 30%

- There are three quizzes during the semester. They will be completed using the available links on Blackboard. These quizzes may contain True/False, Multiple Choice, Fill in the Blanks, and Short Essay type questions. The link will be available at the beginning of the week, and will be taken offline the following Wednesday 12pm. The students can take the quiz whenever they want. However, once they start the quiz, it has to be completed within the time allowed. There is no pausing and going back to the quiz at a later time. Should there be any technical difficulties, please contact the TA.
- See the course schedule and assignment schedule below.

Mid-term exam: 30%

- More information will be provided later on Blackboard.

Final group project: 30%

- The instructor will assign students into different teams at the beginning of the semester. Students must apply the specific knowledge and skills learned in this class to the project.
- The project will consist of **an innovation that the team will propose**. This may be a product, a process, or a service. Previous student projects have included bicycle vest with signal LED lights, bread slice-and-toast machine, etc.

Deliverables:

- 1. Plan of Action**
- 2. Full Project Report**
- 3. Oral Presentation**

More information will be provided on Blackboard.

DUE DATES, LATE WORK and MAKE-UP:

- Work must be accessible to the instructor by 12 pm (Noon) of the due date.
- **No late assignments will be accepted**, unless the instructor was contacted prior to the due date and other arrangements have been made.
- There will be no make up assignments.

Course Schedule

*Note that the following schedule can be changed to suit the needs of the class at instructor's discretion.

**Note that the due date of each activity is different from module to module. You should really check the Blackboard for the due date of each assignment.

Weeks	Contents
Week 1 (8/24 W)	Course Overview and Syllabus Review CH1: Introduction Blackboard Files: Syllabus and lecture notes Assignment(s) due Next Week <ul style="list-style-type: none"> • Read CH 2: Sources of Innovations
Week 2 (8/31 W)	CH2: Sources of Innovations Blackboard Files: Lecture notes Assignment(s) due Next Week <ul style="list-style-type: none"> • Read CH 3: Type and Patterns of Innovation
Week 3 (9/7 W)	CH 3: Type and Patterns of Innovation Blackboard Files: Lecture notes Assignment(s) due Next Week <ul style="list-style-type: none"> • Read CH 4: Standards Battles and Design Dominance • Quiz #1
Week 4 (9/14 W)	CH 4: Standards Battles and Design Dominance Blackboard Files: Lecture notes Assignment(s) due Next Week <ul style="list-style-type: none"> • Read CH 5: Timing of Entry • PLAN OF ACTION FOR FINAL PROJECT
Week 5 (9/21 W)	CH 5: Timing of Entry Blackboard Files: Lecture notes Assignment(s) due Next Week <ul style="list-style-type: none"> • Read CH 6: Defining the Organization's Strategic Direction
Week 6 (9/28 W)	CH6: Defining the Organization's Strategic Direction Blackboard Files: Lecture notes Assignment(s) due Next Week <ul style="list-style-type: none"> • Read CH 7: Choosing Innovation Projects • Quiz #2
Week 7 (10/5 W)	CH7: Choosing Innovation Projects Blackboard Files: Lecture notes
Week 8 (10/12 W)	Mid-term Exam/NO CLASS Assignment(s) due Next Week <ul style="list-style-type: none"> • Read CH 8: Collaboration Strategies
Week 9 (10/19 W)	CH 8: Collaboration Strategies Blackboard Files: Lecture notes Assignment(s) due Next Week

	<ul style="list-style-type: none"> • Read CH 9: Protecting Innovation
Week 10 (10/26 W)	CH 9: Protecting Innovation Blackboard Files: Lecture notes Assignment(s) due Next Week <ul style="list-style-type: none"> • Read CH 10: Organizing for Innovation
Week 11 (11/2 W)	CH 10: Organizing for Innovation Blackboard Files: Lecture notes Assignment(s) due Next Week <ul style="list-style-type: none"> • Read CH 11: Managing the New Product Development Process • Quiz #3
Week 12 (11/9 W)	CH 11: Managing the New Product Development Process Blackboard Files: Lecture notes Assignment(s) due Next Week <ul style="list-style-type: none"> • Read CH 12: Managing the New Product Development Teams
Week 13 (11/16 W)	CH 12: Managing the New Product Development Teams Assignment(s) due Next Week <ul style="list-style-type: none"> • Final project presentations
(11/23 W)	<ul style="list-style-type: none"> • Thanksgiving Holiday/NO CLASS
Week 14 (11/30 W)	<u>Final project presentations</u> Activities: <ul style="list-style-type: none"> • Project report
Week 15 (12/7 W)	Project Report Due/NO CLASS