MGMT 3352 Section 010 – Innovation & Emerging Technologies
Fall 2020

Course Description
An examination of technical and managerial issues related to innovation and new disruptive technologies. A focus on the role of entrepreneurship, technology, competition, and strategy from start-ups to global organizations.

Prerequisite Knowledge
Senior level standing and a general understanding of Management Information Systems is recommended.

Course Technology
Access to course materials, online assignments, quizzes, synchronous sessions and exams is via Blackboard. Some assignments may require the use of Microsoft Word, Powerpoint, and Excel.

Class Meeting Times
This class meets in RAS 266 Tuesday and Thursday from 2:00 pm to 3:15 pm. Lectures will also be offered live via Webex.

Technical Support
The Technology Service Center (TSC) may be contacted by calling (325) 942-2911 or 1-866-942-2911 or by email at helpdesk@angelo.edu

Faculty/Instructor Information
Jeremy St. John, PhD
Assistant Professor of Management Information Systems Office: Rassman 247
Phone: (325)486-6620 (office) E-mail: Jeremy.StJohn@angelo.edu
Office Hours: Office hours 11:30 - 2:00 pm Tuesday & Thursday in room 247; online and by appointment.

Course Objectives

Learning Objectives:
Upon completion of this course, students will be able to...

1. Understand the role of innovation from start-ups to global organizations.
2. Understand the role of innovation in winning new customers, new markets, and new products.
3. Learn tools and methodologies to help new and established organizations innovate.
4. Recognize changes and paradigm shifts caused by emerging technologies.

Course Textbook and Required Readings
Required:


Recommended:


Other readings will be assigned in a timely manner as needed and will be provided to you as PDF, in MS Word format, or as a link to an online resource.

Grading Policies

Angelo State University employs a letter grade system. Grades in this course are determined on a percentage scale:

A = 90 – 100 %
B = 80 – 89 %
C = 70 – 79 %
D = 60 – 69 %
F = 59 % and below.

The table below shows how assignment points are allocated.

<table>
<thead>
<tr>
<th>Assignments</th>
<th>Each Worth</th>
<th>Course Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>12 Assignments/Semester Project</td>
<td>10</td>
<td>120</td>
</tr>
<tr>
<td>28 Live/Synchronous Sessions</td>
<td>2.5</td>
<td>70</td>
</tr>
<tr>
<td>Midterm</td>
<td>100</td>
<td>100</td>
</tr>
<tr>
<td>Final Exam</td>
<td>100</td>
<td>100</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>390</td>
</tr>
</tbody>
</table>

Attendance

Students have the option of attending live in the classroom or online via Webex. Class attendance during scheduled class hours is required, whether live or remote.

Synchronous Sessions

To earn the full Synchronous Session points students must attend class (live or synchronously via Webex), then submit the synchronous session response. Directions for each response can be found on Blackboard in the particular week they are due. Response questions pertain to individual class lectures and topics.

Assignments

Assignments vary and may include cases, projects, short answers, essays, or exercises. Many of the assignments will later be incorporated into your semester project. These are individual assignments.
Final Exam
The final exam is comprehensive and covers terminology and concepts learned throughout the course. Questions will cover each week’s material with a focus on the chapter readings, required articles, required video/movies, discussion questions, and synchronous sessions.

The final exam will be online, timed, and open book/notes. However, the final exam is an individual assignment and collaboration with others while taking the exam is considered cheating. If you are found to be collaborating with other students on a test or cheating on your test, you will receive a zero for the test and might receive an F in the class and/or be dismissed from ASU.

Familiarity with the material is key so watch the synchronous sessions, complete all required readings, and complete the assignments. Well organized notes will be most helpful.

Response Time
Response to emails will normally be within 24 hours Monday through Friday. I am here because I want you to learn, so please consider me a resource. Assignments are generally graded within 10 days of the due date.

Missed/Late Work
You are free to complete your work early. Discussion questions require timely interaction with other students and will not be accepted after the due date. For all other assignments, 10% will be deducted each day an assignment is late, with the exception of university approved excuses. “Placeholder” submissions i.e. “accidentally” submitting something other than what was assigned will be considered missed assignments. Late work and missed work will not be accepted beyond five days or beyond the last day of class.

Participation/Absenteeism
Students are expected to check the course website a minimum of few times each week and read course announcements. Students are also expected to participate in a weekly or semi-weekly synchronous session with the instructor and weekly or semi-weekly discussion questions with other students. If you are unable to attend the synchronous session it will be recorded and watching the recording within the required time is considered full participation.

Required Reading/Videos

1. The required book for this class is “The Lean Startup” by Eric Reis, An entrepreneur in residence at Harvard Business School. Reis has a background in software development and his book incorporates concepts from Toyotism and Lean manufacturing.

2. Connections is a 10-episode documentary television series and 1978 book (Connections, based on the series) created, written, and presented by science historian James Burke. Burke demonstrates how various discoveries, scientific achievements, and historical world events were built from one another successively in an interconnected way to bring about particular aspects of modern technology. Burke begins each episode with a particular event or innovation in the past (usually ancient or medieval times) and traces the path from that event through a series of seemingly unrelated connections to a fundamental and essential aspect of the modern world.

3. Current articles on various course topics, primarily used as background reading for discussions and assignments.
Course Policies

Academic Honesty and Integrity

Angelo State University expects its students to maintain complete honesty and integrity in their academic pursuits. Students are responsible for understanding and complying with the university Academic Honor Code, which is in both print and web versions of the ASU Student Handbook.

Academic integrity is expected. This includes, but is not limited to, any form of cheating, plagiarism, unauthorized sharing of work, or unauthorized possession of course materials. The professor assumes that all students can be trusted. Please do not violate this trust. Violation of academic integrity will result in a failing grade for the course.

It is the professor’s intention to be as fair and impartial as is humanly possible. Therefore, all students will be asked to adhere to the same set of guidelines and rules UNLESS there are disabilities or documented extenuating circumstances that have been discussed with the professor and the Student Life Office. Please make sure you inform the professor as soon as any situation arises. Do NOT wait until the problem is compounded by poor class performance, poor attendance, etc.

Plagiarism

Plagiarism is a serious topic covered in ASU’s Academic Integrity policy in the Student Handbook. Plagiarism is the action or practice of taking someone else’s work, idea, etc., and passing it off as one’s own. Plagiarism is literary theft.

In your discussions and/or your papers, it is unacceptable to copy word-for-word without quotation marks and the source of the quotation. It is expected that you will summarize or paraphrase ideas giving appropriate credit to the source both in the body of your paper and the reference list.

Papers are subject to be evaluated for originality via Turnitin. Resources to help you understand this policy better are available at the ASU Writing Center.

Copyright Policy

Students officially enrolled in this course should make only one printed copy of the given articles and/or chapters. You are expressly prohibited from distributing or reproducing any portion of course readings in printed or electronic form without written permission from the copyright holders or publishers.

Code of Ethics

Students, faculty, administrators and professional staff of the College of Business should always:

- Be forthright and truthful in dealings with all stakeholders
- Take responsibility for one’s actions and decisions
- Serve as an example of ethical decision-making and behavior to others
- Admit errors when they occur, without trying to conceal them
- Respect the basic dignity of others by treating them as one would wish to be treated

Courtesy and Respect

Courtesy and respect are essential ingredients to this course. We respect each other's opinions and respect others points of view at all times while in our class sessions. The use of profanity and harassment of any form is strictly prohibited (Zero Tolerance), as are those remarks concerning one's ethnicity, life style, religion, etc., violations of these rules will result in appropriate disciplinary actions.
**Accommodations for Disability**

ASU is committed to the principle that no qualified individual with a disability shall, on the basis of disability, be excluded from participation in or be denied the benefits of the services, programs or activities of the university, or be subjected to discrimination by the university, as provided by the Americans with Disabilities Act of 1990 (ADA), the Americans with Disabilities Act Amendments of 2008 (ADAAA), and subsequent legislation.

Student Affairs is the designated campus department charged with the responsibility of reviewing and authorizing requests for reasonable accommodations based on a disability, and it is the student’s responsibility to initiate such a request by emailing studentservices@angelo.edu, or by contacting:

Mrs. Dallas Swafford  
Director of Student Development  
Office of Student Affairs  
University Center, Suite 112  
325-942-2047 Office  
325-942-2211 FAX  
Dallas.Swafford@angelo.edu

**Student absence for religious holidays**

As stated in the Angelo State University Operating Policy and Procedures (OP 10.19 Student Absence for Observance of Religious Holy Day), a student who intends to miss class to observe a religious holy day should make that intention known in writing to the instructor prior to the absence. A student who is absent from classes for the observance of a religious holy day shall be allowed to take an examination or complete an assignment scheduled for that day within a reasonable time after the absence.

**Course Drop**

To view information about how to drop this course or to calculate important dates relevant to dropping this course, you can visit [http://www.angelo.edu/services/registrars_office/course_drop_provisions.php](http://www.angelo.edu/services/registrars_office/course_drop_provisions.php).

**Incomplete as a Course grade**

As stated in the Angelo State University Operating Policy and Procedure (OP 10.11 Grading Procedures), the grade "I" is given when the student is unable to complete the course because of illness or personal misfortune. For undergraduates, an "I" that is not removed before the end of the next long semester automatically becomes an "F". A graduate student will be allowed one year to remove a grade of "I" before it automatically becomes an "F". To graduate from ASU, a student must complete all "I's".

**Grade Appeal Process**

As stated in the Angelo State University Operating Policy and Procedures (OP 10.03 Student Grade Grievances), a student who believes that he or she has not been held to appropriate academic standards as outlined in the class syllabus, has experienced inequitable evaluation procedures, or inappropriate grading practices, may appeal the final grade given in the course. The burden of proof is upon the student to demonstrate the appropriateness of the appeal. A student with a complaint about a grade is encouraged to first discuss the matter with the instructor. For complete details, including the responsibilities of the parties involved in the grade appeal process and the number of days allowed for completing the steps in the process, see Operating Procedure 10.03 at: [http://www.angelo.edu/content/files/14196-op-1003-grade-grievance](http://www.angelo.edu/content/files/14196-op-1003-grade-grievance).
**Course Syllabus Statement on Required Use of Masks/Facial Coverings by Students in Class At Angelo State University**

As a member of the Texas Tech University System, Angelo State University has adopted the mandatory Facial Covering Policy to ensure a safe and healthy classroom experience. Current research on the COVID-19 virus suggests there is a significant reduction in the potential for transmission of the virus from person to person by wearing a mask/facial covering that covers the nose and mouth areas. Therefore, in compliance with the university policy students in this class are required to wear a mask/facial covering before, during, and after class. Faculty members may also ask you to display your daily screening badge as a prerequisite to enter the classroom. You are also asked to maintain safe distancing practices to the best of your ability. For the safety of everyone, any student not appropriately wearing a mask/facial covering will be asked to leave the classroom immediately. The student will be responsible to make up any missed class content or work. Continued non-compliance with the Texas Tech University System Policy may result in disciplinary action through the Office of Student Conduct.

**Tentative Course Schedule**

<table>
<thead>
<tr>
<th>Week</th>
<th>Date</th>
<th>Lean Startup</th>
<th>Topic/Lecture</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>17-Aug</td>
<td></td>
<td>Introduction/Syllabus/ Invention vs. innovation; role &amp; dependence on technology &amp; IT in innovation</td>
</tr>
<tr>
<td>2</td>
<td>24-Aug</td>
<td>Chapter 1 Start (entrepreneurial management)</td>
<td>intro to semester project; Need for speed; Paradigms &amp; Paradigm Shifts.</td>
</tr>
<tr>
<td>3</td>
<td>31-Aug</td>
<td>Chapter 2 Define (who exactly is an entrepreneur)</td>
<td>Startups; Impact of Past &amp; Future Disruptive Technologies; innovation in large, established organizations</td>
</tr>
<tr>
<td>4</td>
<td>7-Sep</td>
<td>Chapters 3 Learn (measuring progress)</td>
<td>Business Model Innovation</td>
</tr>
<tr>
<td>5</td>
<td>14-Sep</td>
<td></td>
<td>Innovation Theories</td>
</tr>
<tr>
<td>6</td>
<td>21-Sep</td>
<td>Chapter 4 Experiment (Think Big start small)</td>
<td>Experimenting: much more than market research</td>
</tr>
<tr>
<td>7</td>
<td>28-Sep</td>
<td></td>
<td>Design Thinking;</td>
</tr>
<tr>
<td>8</td>
<td>5-Oct</td>
<td>Chapter 5 Leap</td>
<td>Crowdfunding; Midterm</td>
</tr>
<tr>
<td>9</td>
<td>12-Oct</td>
<td>Chapter 6 Test (MVP)</td>
<td>MVP,</td>
</tr>
<tr>
<td>10</td>
<td>19-Oct</td>
<td>Chapters 7 Measure (vanity metrics vs. actionable metrics)</td>
<td>vanity metrics vs. actionable metrics</td>
</tr>
<tr>
<td>11</td>
<td>26-Oct</td>
<td>Chapter 8 Pivot or Persevere</td>
<td>Lean; change &amp; flexibility</td>
</tr>
<tr>
<td>12</td>
<td>2-Nov</td>
<td>Chapter 9 Batch (small batch)</td>
<td>Waste; Skills for innovation</td>
</tr>
<tr>
<td>13</td>
<td>9-Nov</td>
<td>Chapter 10 Growth (engine of growth: mechanism used to achieve sustainable growth); Chapter 11 Adapt</td>
<td>Innovation strategies; semester project wrap-up</td>
</tr>
<tr>
<td>14</td>
<td>16-Nov</td>
<td>Chapter 12 Innovate</td>
<td>Impact of future Disruptive Technologies;</td>
</tr>
<tr>
<td>15</td>
<td>23-Nov</td>
<td></td>
<td>Nov 20 - 23 Final Exam</td>
</tr>
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</table>