

CIMBA Summer Session I  
MBA Program - 2011  
06T: 246 Strategic Management of Technology & Innovation  
Course Overview

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Required Materials

Packet of materials to include various cases, readings, and Chapters 1, 2, 6, 7, and 10 from *Managing Innovation*, John E. Ettlief, Elsevier, 2<sup>nd</sup> edition.

Brief Course Description

Competitive success in modern industry is increasingly dependent on developing new technologies for products and processes and bringing them to market, the office, or the plant floor. While the astute manager is not necessarily familiar with all the scientific/technical details of the organization's R&D and production processes, s/he should be able to understand how innovation capabilities and technology can improve the organization's ability to survive and excel in its competitive arena. This course is an overview of the issues currently confronting global managers and entrepreneurs in virtually all industries. Topics include the innovation process, its role in business and national competitiveness, new product development and evaluation, process innovation, the tools of innovative organizations, intellectual property rights, and organizational issues. The various topics will be studied from a global perspective using a combination of lectures, cases that cover an array of industry types, discussions of readings, and classroom exercises.

Grading

Class Participation (particularly in case/group exercises)	30%
Feasibility study (to be described in class)	35%
Final exam	35%

### Tentative Schedule

<u>Day</u>	<u>Date</u>	<u>Topic</u>	<u>Assignments</u>
<b>WEEK 1</b>			
Monday	May 23	Introduction: Role of Technology	Cases in Chapter 1
Tuesday	May 24	Creativity	Coolburst case in packet, Ch 1
Wednesday	May 25	History of Technology	Ch 2, Beretta Case in packet
Thursday	May 26	Innovation Theory	Ch 2
Afternoon	Week 1	Creativity Exercises and Cases in Chapters 1 & 2	
<b>WEEK 2</b>			
Monday	May 30	Technology Strategy	Readings on disruptive technologies
Tuesday	May 31	Industry Focus 1: The Media	Newspaper industry crisis; readings
Wednesday	June 1	New Product Development (NPD)	Ch 6
Thursday	June 2	NPD in Startups	Early Stage Vignettes
Afternoon	Week 2	Design Exercise and cases	
<b>WEEK 3</b>			
Monday	June 6	Process Innovation	Ch 7 and case 7-1
Tuesday	June 7	Technology Justification	Karwan notes and HBR article
Wednesday	June 8	Intellectual Property (IP)	HBR articles
Thursday	June 9	Industry Focus 2: Biotechnology	Multiple readings
Afternoon	Week 3	Innovation Exercises	
<b>WEEK 4</b>			
Monday	June 13	Global Innovation	Readings in packet
Tuesday	June 14	Future Technologies	Ch 10 and readings in packet
Wednesday	June 15	Presentations	Feasibility studies
Thursday	June 16	Final Exam (in class, open book and notes)	
Afternoon	Week 4	Project management exercise and guest	

## Course Conduct

In accordance with the policies of the University of Iowa, please note the following:

**Accommodating Disabilities:** If you have a disability that may require some modification of seating, testing, or any other class requirement, please let me know as soon as possible so that we can make appropriate arrangements. Similarly if you have any emergency medical information about which I should know, or if you need special arrangements in the event the building(s) must be evacuated, please let me know. Please see me before or after class hours or during scheduled office hours. If necessary, the university's Office of Student Disability Services is available to further assist us in accommodating your needs.

**Sexual Harassment.** The Tippie College of Business and the University of Iowa are committed to providing students with an environment free from sexual harassment. If you feel that you are being or have been harassed or you are not sure what constitutes sexual harassment, we encourage you to visit <http://www.sexualharassment.uiowa.edu/index.php> , or seek assistance from department chairs, the Dean's Office, the University Ombuds Office, or the Office of Equal Opportunity and Diversity.

**Student Privacy.** Under the U.S. Family Educational Rights & Privacy Act (FERPA), enrollment in this course is private information. In order to participate in this class, it will be necessary to reveal to other students the names of students who are enrolled in this course (ICON groups, and class nameplates). If you do not want your name revealed to other students enrolled in this course, please contact the instructor in person or in writing by the end of the first week of classes.

**Academic Misconduct.** It is my sincere hope that no student in the class submits work that is not his or her own, unless explicitly allowed by the instructor. However, it seems prudent to clarify in advance the policy on cheating. Academic misconduct as it applies to this class include: joint writing of individual papers, making unauthorized copies of copy-written case packets, using unauthorized additional materials on a closed book exam, and most commonly, borrowing, paraphrasing or quoting material from another source (such as a company website) without providing proper citations. If we determine that any academic misconduct has occurred, the student will receive a zero (0) for the project and may receive an "F" for the class. In the event the academic misconduct applies to a group project, the entire group will bear the responsibility for misconduct. Faculty members are required to report all incidents of cheating to the Senior Associate Dean of the Tippie College of Business and the all incidents are referred to the MBA Judicial Board for peer review. Further details regarding the Honor Code for the Tippie MBA Program, examples of acts considered in violation of the honor code, and the appeal process may be found at <http://www.biz.uiowa.edu/mba/honorcode/>.

