COURSE NUMBER: MBA 717 – 01 (Evening Section)
COURSE TITLE: TECHNOLOGY AND INNOVATION
SEMESTER: SPRING 2017
SYLLABUS
(Note: The syllabus is a general plan for the course. Changes, if any, may be made by the instructor before
the week of January 23, 2017. Students will be informed if any changes are made)

CLASS MEETING TIME AND LOCATION
THURSDAYS (6:30 PM-9:20 PM) IN BRYAN 206

PREREQUISITES/ COREQUISITES
Pre-requisite course is the MBA 715 (Integrative Business) course.

INSTRUCTOR INFORMATION
Dr. Nikhil Mehta
Assistant Professor of Information Systems
Department of Information Systems and Supply Chain Management
Room 43, Bryan Building
n_mehta@uncg.edu (Preferred method of contact)
Phone: 336-334-4992 (Office)

OFFICE HOURS
Wednesdays 1:00 pm to 2:00 pm
Thursdays 5:00 pm to 6:00 pm
And by appointment

REQUIRED TEXTBOOK (Textbook Details are also available on UNCG Bookstore site)
Author: Paige Baltzan
Year: 2015
Publisher: McGraw-Hill

CATALOG DESCRIPTION
The role of technology (including information technology, business intelligence and data analytics) in
innovation. Students will develop a technology-based actionable plan for an organization.

COURSE DESCRIPTION:
Today’s turbulent environment requires organizations to constantly modify their traditional approach to
succeed. Firms now have transform themselves into ‘agile enterprises’ in order to manage uncertainty. One
way of achieving this goal is to use technology effectively. Technology has traditionally played a critical role
in facilitating organizational functions from marketing to customer support to production to accounting and
human resource management. But, organizations are increasingly realizing that innovative use of technology
can allow them to create competitive advantage. Technology also provides more innovative strategic choices
so that businesses are able to effectively manage critical factors such as quality, lead time, cost, risk and their
relationships with customers and suppliers.
This class has a three-fold focuses on: (1) understanding various aspects of technology as they pertain to contemporary organizations; (2) understanding key issues in organizing and managing technology in today’s organizations; and (3) understanding how successful organizations use technology innovatively to create competitive advantage. Managers must understand the challenges facing their organizations, and be aware of the technologies that could be employed innovatively to counter those challenges. Managers also need to understand that sometimes, technology itself may create challenges (e.g., information security) that need to be actively addressed. In addition, this class exposes students to contemporary issues at the intersection of technology, business, and innovation. These include data analytics, IT-outsourcing, cloud computing, information security & privacy, and sustainability issues in information systems.

**STUDENT LEARNING OUTCOMES (SLOs):**
Upon completing the course, the student should be able to:

1. **Analyze** the fit between organizational strategy and its IT strategy
2. **Explain** the role of technology in creating a firm's competitive advantage
3. **Define** the role of technology/information systems in enabling business processes
4. **Explain** the role of information security in protecting organization’s intellectual assets
5. **Explain** how data analytics could help improve organizational innovativeness
6. **Understand** the role of technological innovation and business model innovation in a firm’s innovation strategy
7. **Explain** the impact of organizational culture on its creativity and innovativeness
8. **Discuss** the role of customers and suppliers in the process of innovation

**TEACHING METHODS AND ASSIGNMENTS FOR ACHIEVING LEARNING OUTCOMES:**
A mix of lectures, videos, article/case discussions, situation vignettes, and guest speaker presentations/organizational visits may be used. The assignments and assessment mechanisms are described as follows:

**In-Class Written Quizzes, Mid-Term Exam, and Final Exam**
This being an MBA class, it is your responsibility to read assigned textbook chapters to keep up with the foundational knowledge of technology, and its general application to business. Typically, we will not discuss the assigned textbook chapters in class. In some situations, I may give an explanation of certain technical topics to enable their connection with the article discussions. Each week, you will have a quiz from assigned chapters and articles for that week. Questions from textbook material will be a mix of multiple choice and true/false, which questions from the articles may be in short-answer format. Students may not make-up a missed quiz without a valid official excuse. Please read the course make-up policy at the end of this document.

In-class written exams may include a mix of multiple-choice, essay, and short questions. The exam content will be drawn from the textbook, other readings, vignettes, videos, articles/case analyses, visits to organizations, guest speaker presentations, and class discussions. Any in-class exam is closed-book and closed-notes. Other details may be provided in time. Final exam may be in a take-home format at the sole discretion of the instructor.

**Article/Case Presentations and Discussions**
Working with 2-3 other students as a team, you will present 1 to 3 assigned articles/cases. Articles (and team presentation dates) will be assigned by the draw-of-lots. Some details are given below, for more guidance, please see the Article Presentation Guidelines document in the appropriate Module under “Modules” link on Canvas.
• The presentations should be between **25-30 minutes**. Points will be deducted for staying under 25 minutes.
• Every week, the presenting teams will need to e-mail their presentation to the instructor by the **deadline** mentioned in the Article Presentation Guidelines document. Late submissions will result in a penalty.
• As mentioned in the Article Presentation Guidelines document, teams that go above and beyond the "average" discussion of issues listed in that document, typically receive a much better score than the teams that do not.
• Presenting teams should bring a printed and stapled copy of their presentations for the instructor on the days they present.
• All team members need to present to get a grade. Professional presentation skills are hallmark of effective managers.
• Presentations may be evaluated by both the instructor and the non-presenting students in the class.

**Team-Based Semester Project**
Each team will be required to complete a comprehensive semester project. Exact nature of the project and other details will be discussed in class.

**Class Participation and Contribution**
Each student should be prepared for an insightful discussion of all the material assigned for each class session. Students should be prepared to answer questions and raise issues when called upon to do so in the class. Students will be evaluated in each session on the quality (not quantity) of their participation/contribution. Class contribution/participation points will be given based on how perceptively a student analyzes the situation being studied, the usefulness of the observations and suggestions made by the student, the depth of a student's understanding of the material, and the student's ability to put across ideas with clarity and conviction. Class attendance alone will not directly count towards the class participation/contribution points. However, poor attendance will dramatically reflect in a student's participation/contribution grade.

**EVALUATION AND GRADING:**
The final course grade is based on the following assessments:

<table>
<thead>
<tr>
<th>Assessment</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Team presentations of assigned articles *</td>
<td>40</td>
</tr>
<tr>
<td>Team-Based Semester Project *</td>
<td>40</td>
</tr>
<tr>
<td>In-class quizzes</td>
<td>40</td>
</tr>
<tr>
<td>Mid-term exam</td>
<td>40</td>
</tr>
<tr>
<td>Final Exam</td>
<td>30</td>
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<tr>
<td>Class participation and contribution (may include a peer review component)</td>
<td>10</td>
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</tbody>
</table>

**TOTAL** 200

*Team work may contain a team grade and an individual grade. The individual grade will be based on a within-team peer evaluation conducted at the completion of each team assignment. It will be based on the average of peer-assessment grade X group grade. Final individual grade will be taken into account for calculating total points earned in the course.*
The grade scale is based upon percent of points earned, and is as follows:
95-100% = A  
90-94.95% = A-  
87-89%= B+  
84-86% = B  
80-83%= B-  
77-79%= C+  
74-76%= C  
70-73%= C-  
67-69%= D+  
64-66%= D  
60-63%= D-  
Below 60% = F

**Tentative Course Schedule for Spring 2017**
(Subject to change depending upon class requirements and pace. Instructor may add/delete/modify any content in the schedule. Students will be notified if changes are made to the schedule.)

<table>
<thead>
<tr>
<th>Date</th>
<th>Class Agenda</th>
<th>Assigned Articles</th>
<th>Chapter Assignments/Deadlines</th>
</tr>
</thead>
<tbody>
<tr>
<td>January 19</td>
<td>Syllabus; Course Discussion; Team Assignment; Article Discussion</td>
<td>TBA</td>
<td></td>
</tr>
<tr>
<td>January 26</td>
<td>Quiz 1; Article Presentation &amp; Discussion</td>
<td>TBA</td>
<td>Chapters 1 &amp; 2</td>
</tr>
<tr>
<td>February 2</td>
<td>Quiz 2; Article Presentation &amp; Discussion</td>
<td>TBA</td>
<td>Chapters 3 &amp; 5</td>
</tr>
<tr>
<td>February 9</td>
<td>Quiz 3; Article Presentation &amp; Discussion</td>
<td>TBA</td>
<td>Chapters 7 &amp; 8</td>
</tr>
<tr>
<td>February 16</td>
<td>Quiz 4; Article Presentation &amp; Discussion</td>
<td>TBA</td>
<td>Chapters 9 &amp; 10 Deadline for Submitting Semester Project Proposal</td>
</tr>
<tr>
<td>February 23</td>
<td>Quiz 5; Article Presentation &amp; Discussion</td>
<td>TBA</td>
<td>Chapters 11 &amp; 12</td>
</tr>
<tr>
<td>March 2</td>
<td>Quiz 6; Article Presentation &amp; Discussion</td>
<td>TBA</td>
<td>Chapters 13 &amp; 14</td>
</tr>
<tr>
<td>March 9</td>
<td>Quiz 7; Article Presentation &amp; Discussion</td>
<td>TBA</td>
<td>Chapters 18 &amp; 20</td>
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<tr>
<td>March 16</td>
<td>Spring Break: No Class</td>
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<tr>
<td>March 23</td>
<td>Quiz 8; Article Presentation &amp; Discussion</td>
<td>TBA</td>
<td>Business Plug-Ins B6 &amp; B9</td>
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<tr>
<td>March 30</td>
<td>Mid-Term Exam</td>
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<tr>
<td>April 6</td>
<td>Guest Lecture - I</td>
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<tr>
<td>April 13</td>
<td>Guest Lecture: Ms. Jane Nickles, Chief Information Officer (CIO), City of Greensboro</td>
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<td>April 20</td>
<td>Semester Project Presentations</td>
<td></td>
<td>Important: Teams submit their semester project reports/presentations by midnight Monday (April 17th)</td>
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<tr>
<td>April 27</td>
<td>Semester Project Presentations</td>
<td></td>
<td></td>
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<tr>
<td>May 4</td>
<td>Final Exam</td>
<td></td>
<td>(Possibly Take-Home)</td>
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ACADEMIC INTEGRITY POLICY: Each student is required to sign the Academic Integrity Policy on all major work submitted for the course. The Academic Integrity Policy can be found at: http://sa.uncg.edu/handbook/academic-integrity-policy/.

FACULTY AND STUDENT GUIDELINES: The faculty and students in the course are expected to adhere to the faculty student guidelines stated at the following web page: http://www.uncg.edu/bae/faculty_student_guidelines.pdf

ATTENDANCE POLICY: All students are expected to attend each class session. If a student misses a specific class session, it is her/his responsibility to cover the topics so missed. Material covered in a previous class will not be repeated in a subsequent class. The schedule of sessions on the syllabus contains a listing of topics to be covered and assignments in the respective sessions.

MAKE-UP POLICY
As a rule, make-up quizzes and exams will not be held. Absence from the in-class written examinations due to illness, summons to jury duty, or any other compelling reason should be backed by the appropriate documents (e.g., doctors' note, etc.) in order to qualify for a re-examination. If possible, meet/talk with the professor before missing the quiz/examination to discuss the circumstances.