University of Wisconsin Oshkosh

Syllabus: BUS 392 Technology Innovation

Instructor: Jakob Iversen, Ph.D
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Office hours
  MW 8:00-10:00, T 8:00-9:30
  Other times by appointment or drop-in.

Time & Location
  TR 1:20 - 2:50 (Sage 2215)

Course Description

This course explores innovation of new technologies to provide students with an understanding of how technologies emerge and are adopted, how innovation works in practice, and why some technologies are more successful and are adopted faster than others, as well as the business implications for established companies and new entrants. This will also include discussion of the relative advantages and disadvantages of being an early adopter vs. a laggard in adopting new technologies. The course will also give students an opportunity to explore new and emerging technologies that may become important in the marketplace over the next few years.

Learning Objectives

- Understand the role of technology innovation in business, and how to effectively manage the innovation process.
- Understand the underlying market forces that shape successful innovation.
- Understand the basic patterns (S-curve) that drive adoption of new technologies.
- Understand the advantages and disadvantages of being an early vs. a late adopter of new technologies.
- Understand the difference between sustaining and disruptive technologies and the role that each plays with regards to the success of different companies in the marketplace.
- Understanding market opportunities for introducing disruptive technologies.
Reading Material

- Long Tail
  - Wired Article: [http://www.wired.com/wired/archive/12.10/tail.html](http://www.wired.com/wired/archive/12.10/tail.html)
- Free
  - Wired Article: Free! Why $0.00 Is the Future of Business: [http://www.wired.com/techbiz/it/magazine/16-03/ff_free](http://www.wired.com/techbiz/it/magazine/16-03/ff_free)

Course Infrastructure

Course materials will be posted to D2L, but the course will also be supported by a blog and other tools to allow for efficient group collaboration.

You can find the course blog here: [http://bus392s12.wordpress.com](http://bus392s12.wordpress.com). Everyone in the class will be expected to post something on the blog throughout the course. You will receive an email with information about setting up an account in the first week of the semester.

Lectures and presentations will be recorded as podcasts for later viewing and listening. As a rule these podcasts are made public. If your presentation contains material that is sensitive in any way, you can request not to have it recorded. Podcasts are available through iTunes where you can subscribe and have every lecture automatically delivered to your computer and synced to an iPod. Note that listening to a recording of what happened in class is not a substitute for being present and participating in the discussion. You should also be aware that many things can go wrong with these recordings, so there is no guarantee that a particular class period will be available.

To access the recordings in iTunes, click on the iTunes link on the course home page in D2L. This will launch iTunes. Once on the UW Oshkosh iTunesU page, click on College of Business, then find the link to this course.

Grading

- Blog posts and discussion: 15%
- 2 exams: 30%
- Innovation project: 25%
- Presentations: 15%
- Class Participation: 10%
- Professional experience requirements: 5%

The exams will have a description of one or more companies or an entire industry. Your job will be to use the material provided and answer several questions to analyze the situation based on course
material. You may bring a single sheet of notes (front/back) to assist you on the exams. Notes may be handwritten or typed. The final exam will cover all material in the course.

**Grading Scheme**

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<th>Grade</th>
<th>Minimum Score</th>
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<tr>
<td>A</td>
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<td>A-</td>
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Professional Experience

You are to participate in at least three professional development activities (e.g., Student Club meeting, COB Networking Night, Job Fair, professional organization meeting, webinar etc.) during the semester and hand in a brief memo (no more than one page) on what happened and what you learned from the activity. Note that club meetings that are organizational or social in nature do not count.

Alternatively you can complete this course requirement by writing a paper (with references) on a topic related to the course. The minimum length of this paper depends on the number of professional development activities you participate in. It should be at least four pages if you participated in one professional development activity, at least six pages for one activity, and at least eight pages if you didn't participate in any professional development activities.

Writeups related to the professional experience are to be submitted to the D2L dropbox by the end of the semester.

Policies

- Other than occasional absence will have a negative effect on your academic performance. **Absence is never considered as a valid excuse for not knowing assignments, due dates, etc.**
  
  I do not take attendance, but you should realize that the discussions that take place during class are valuable to learning the material. You will not be able to achieve the same level of understanding by just reading the material. Attendance will be taken on first day of class per the COBA First Meeting of the Semester Drop Policy.

- Late assignments will be accepted with a penalty of 10 percentage-points per day. Exceptions to this policy will be granted only by prior arrangement, and only for serious cause.

- In general, a grade of incomplete will only be granted in the case of serious illness or other serious cause. Please note that additional work to raise a final course grade will not be permitted. Other changes to final grades will be made only in the event of error in grading, recording of grades, or computational errors.

- Academic misconduct: Please refer to UWS 14.03 (University of Wisconsin Oshkosh Student Discipline Code, pp. 2-9) for information on academic misconduct <http://www.uwosh.edu/dean/studentdisciplinecode.html>. Pay particular attention to UWS 14.03 (definition of academic misconduct) and UWS 14.04 (disciplinary sanctions). Please note that all incidents of academic dishonesty will be reported to the appropriate university authorities. It is not acceptable for two or more students to work together and turn in the same work unless the assignment is specifically a group assignment. In the case of a group assignment, groups are treated as a unit and the sharing of work between groups is not permitted. Plagiarism is defined as the use of another's work without attribution. It is acceptable to use a published solution to a particular problem if the solution's source is documented. If you are using material from a published source or an organization's internal documents, that source must be documented or referenced. If proprietary materials are utilized, appropriate permissions must be obtained.

- The published schedule is tentative and may be changed at any time. An up-to-date schedule is available on-line.

- The instructor reserves the right to alter the grading policy if circumstances warrant. Any
change in grading policy will be announced.

- Electronic gadgets: You are welcome to bring your smartphone, tablet, and laptop to class to use for class related activities. These devices will prove particularly useful in providing feedback on presentations, working on group assignments in class, and looking up relevant information during lectures. However, please be mindful that you don't get sucked into your electronic world and stop paying attention to what's going on. Please also be considerate of people around you.

Students with Disabilities

The University of Wisconsin Oshkosh is committed to providing reasonable accommodation for students with disabilities. Please contact the Disability Services [Dean of Students Office, 125 Dempsey Hall, 424-3100 (Voice), 424-1319 (TTY)] for the University's accommodation request form and documentation requirements or visit their website at http://www.uwosh.edu/dean/disabilities.htm. Information related to an individual's accommodation request and/or arrangements will be confidential and will be shared with relevant University personnel or offices on a "need to know" basis.