Creighton University

COURSE:	MBA779/ITM789 Business Innovation and Emerging Technologies
TIME:	Thursday, 6:00 to 9:30 PM
PLACE:	BA110
INSTRUCTOR:	Dr. George Royce
OFFICE:	Room BA 426 and at UNO PKI Room 367. See my website for a map to UNO PKI. My site is: http://roycesite.com/george
OFFICE HOURS:	Before or after class by appointment and regularly my hours are 5-6 PM on Friday afternoons and 9-11 Saturday mornings (check my website http://roycesite.com/george if times are adjusted).
PHONE and IM:	Home: 216-0414 leave a voice message if I am not there. Cell phone is 312-7929 if urgent. You can also connect with Skype: gkroyce, and gtalk or my gmail. I also use Microsoft IM (george.royce@live.com). I prefer IM over email if you are comfortable with IM but email is acceptable.
E-Mail	**georgeroyce@creighton.com or george.royce@gmail.com**

Course Description:

The goal of this course is to give students skills and a conceptual foundation necessary to develop a team/organization which continuously innovates and manages these innovations from conception through product delivery. CEO surveys consistently rank innovation and processes surrounding innovation as critical to the success of companies. Students will learn and use best practice business innovation models and processes. They will also learn how to effective deal with disruptive changes that can be a great opportunity or could be a threat to a company. Students will learn to use models and processes to identify, evaluate, deploy and manage emerging technologies. Case studies and a research project will be used to examine the business impact and management of a number of business innovations and emerging technologies.

Prerequisites:

ITM 731 or permission of instructor

Objectives:

After taking this course, a student will, among other things, be able to:

1. Use industry models and processes to identify business innovations and/or emerging technologies that could provide an advantage for a business.
2. Determine when and how to successfully conduct a pilot of a business innovation and/or emerging technology.
3. Develop a credible scenario plan for a company as a part of a business planning effort.
4. Create appropriate measures of success for a pilot of a business innovation and/or emerging technology.
5. Develop a cost benefit analysis and total cost of ownership model for a business innovation and/or emerging technology.
6. Present research on an emerging technology and a business case for the adoption of an emerging technology within a business.
7. Develop a plan to evaluate, pilot, deploy and provide for ongoing support of an emerging technology within a business.

8. Discuss change management methodologies to ensure the proper diffusion of a business innovations once it has been adopted by an organization.
9. Develop a list of websites, blogs, RSS feeds, podcasts and other media on innovation in your business and other innovative topics that interest you so you can stay connected to innovative ideas after the class.

Text:

The Innovators Guide to Growth Putting Disruptive Innovations to Work by Scott D. Anthony, Joseph Sinfield, Mark Johnson and Elizabeth Altman 2008, Harvard Business Press. ISBN: 978-1-59139-846-2.

NOTE: You will be asked to summarize one book (or audiobook) on innovation and emerging technologies for a list of possible books.

Grading:

Activity	Due Dates	Points
Discussion Board and Class Participation – Includes Cool Stuff Topics and Questions from Readings/Case Studies	Throughout Class	90
In Class Activities and Deliverables	Throughout Class	80
Assignment 1 - Book Report or Topic Research on Innovation and/or Emerging Technologies and Presentation	September 23rd	140
1st Exam	September 30th	200
Assignment 2 – Scenario Plan for an Institution + Presentation	October 14th	120
Assignment 3 – Research on Emerging Tech and How to Implement This Technology in a Business, School or other Institution	October 28th	170
Final Exam	November 11th	200
Total		**1000**

Virtual Presentations

Due to the limited amount of class time and the large number of topics to cover, you will be asked to listen to one or more "virtual presentations" which include slides with audio in a Flash presentation on my website. You will also be asked to answer questions about these presentations in Blueline.

Class Policies:
Late Assignments: 2% deduction per day late. Assignments will not be accepted after a week late.

Cheating – If you copy another person's work in whole or in part, you will receive no credit for the assignment. If you allow your work to be copied by another person, you will receive no credit for the assignment. Two such incidents can result in a failing grade for the course.

Class Outline:

Class 1 **August 26th**

Topics: Introductions / Review Class Policy and Assignments / Introduction to Managing Business Innovations and emerging technologies / Innovation / Disruptive Innovation / Gartner Hype Cycles
Readings Covered In This Class: Innovators Guide to Growth Forward, Introduction
Reminder: Complete the Student Information Sheet on Blueline

Class 2   September 2nd
Topics: Cool Stuff postings. How does innovation happen? Innovators verses Innovations, Gartner Hype Cycle, Facebook for Corporations, SharePoint, Brainstorming
Readings Covered In This Class: Innovators Guide to Growth Forward, Chapters 1 and 2. Also, do some online research on Progressive and other auto insurers (check out YouTube adds in Australia) idea of "Pay as Your Go Insurance" and be prepared to discuss in class on September 2nd. Focus on the innovation and potential impact on privacy.

Class 3   September 9th
Topics: Cool Stuff postings. Scenario Planning, From User Interface to User Experience and impact on companies, Big Failures and what we can learn from them. Saas and PaaS and how is it changing business adoption of new technologies.
Readings Covered In This Class: "Scenario Planning," Jeanne M. Liedtka, Carl Garrett, Vikas Chawla, James Wininger, 2007. Darden Business Publishing, University of Virginia. Available on HBR Archive.

Class 4   September 16th
Topics: Cool Stuff posting. Identifying and Integrating New Technologies in a Company, The Art of Brainstorming, Making Something new from two or more existing products and or services, Open Source and Innovation, Standards and Patents, Prototyping, Prototyping using Balsamiq.
Readings Covered In This Class: Innovators Guide to Growth Forward, Chapters 3, 4, and 5.

Class 5   September 23rd
Topics: Cool Stuff postings. <u>The Tipping Point</u>. Managing and Integrating New technologies, Building a Case for emerging technology project, Agile Project Management and it use in proof of concepts and piloting new technologies.
Readings Covered In This Class: Innovators Guide to Growth Forward, Chapters 6, 7 and 8.
Assignment 1: Presentation and paper should be placed on Discussion Board to Share with students by 6 PM.

Class 6   September 30th
Topics: Student Research Presentation, Cool Stuff postings, First Quarter Test

Class 7   October 7th - <u>Virtual Class</u>
Topics: Student Research Presentation, Cool Stuff postings, resistance and adoption of new technology. Change management as it applies to an emerging technology project, value of rapid and frequent prototypes, Review for Test.
Readings Covered In This Class: "The Science of Change" by Christopher Koch, CIO Magazine. October 2006. "The Neuroscience of Leadership" by David Dock and Jeffrey Swartz. Strategy + Business Issue 43.

Class 8   October 14th
Topics: Mobile e-commerce, power of collaboration in an innovative company, IBM's Innovation Jam, managing the flood of ideas, picking the winning ideas, patterns of innovation, predicting the next big thing, innovation life cycles, S-curve. Cool Stuff postings.
Readings Covered In This Class: Innovators Guide to Growth Forward, Chapters 9. And "An Inside View of IBM 'Innovation Jam'" Oslvard Bjelland and Robert Chapman Wood. MIT Sloan Management Review. Fall 2008. Volume 50. No. 1 SMR291.
Assignment 2: Scenario Plan for an Institution + Presentation

October 21st Fall Break – No Class

Class 9   October 28th
Topics: Student Research Presentation, Cool Stuff postings. lessons from unified communications, future trends, the Age of Spiritual Machines.
Readings Covered In This Class:

Assignment 3: Team Research on Emerging Tech and How to Implement This Technology in a Business, School or other Institution

Class 10   **November 4th**
Topics: Cool Stuff postings, Emerging Technology Research and Project, Review for Test 2
Readings Covered In This Class:

Class 11   **November 11th**
Topics: Remaining Project Presentations and the 2nd Exam