Creighton University

COURSE: MBA779/ITM789 Business Innovation and Emerging Technologies
TIME: Wednesday, 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	100
In Class Activities and Deliverables	Throughout Class	80
Assignment 1 - Book Report or Topic Research on Innovation and/or Emerging Technologies and Presentation	March 21st	150
1st Exam	March 28th	180
Assignment 2 – Scenario Plan for an Institution + Presentation	April 11th	120
Assignment 3 – Research on Emerging Tech and How to Implement This Technology in a Business, School or other Institution	April 25th	190
Final Exam	May 2nd	180
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   **February 15th**
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   **February 22nd**
Topics: Cool Stuff postings. How does innovation happen? Innovators verses Innovations, Gartner Hype Cycle, Brainstorming techniques, Judgement day: Letting Machines Automate Decision Making
Readings Covered In This Class: Innovators Guide to Growth Forward, Chapters 1 and 2.

Class 3   **February 29th**
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. Cloud Computing and the impact on businesses and IT 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.

Spring Break March 7th – No Class

Class 4   **March 14th**
Topics: Cool Stuff posting. Complete Scenario Planning, Identifying and Integrating New Technologies in a Company, The Art of Brainstorming, Making Something new from two or more existing products and or services.
Readings Covered In This Class: Innovators Guide to Growth Forward, Chapters 3, 4, and 5.

Class 5   **March 21st**
Topics: Cool Stuff postings. Student presentations of Assignment 1. The Tipping Point, Open Source and Innovation. Proctor and Gamble and Innovation, Cathedral and Bazaar video. Innocentive Video, Brainstorming using a Mockup Tool – yes you too can develop a great idea with no coding!
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   **March 28th**
Topics: **Remaining Student Presentations for Assignment 1**, Cool Stuff postings, First Quarter Test

Class 7   **April 4th**
Topics: Student Research Presentation, Cool Stuff postings, Results from Test 1, Complete your team mockup and brainstorming of a product or idea and present to class. Selling Innovation and new ideas – examples and techniques: Business Analytics and New Ways to collaborate. Beyond Brainstorming and practice of brainstorming techniques

Class 8   **April 11th**
Topics: Cool Stuff postings. Scenario Plan Presentations, Innovation Jams, managing the flood of ideas, picking the winning ideas, patterns of innovation, Predicting the next big thing, The power of stories to engage employees in thinking about the future and the impact to your company. Class Activity: Develop a story to engage customer discussion about the future. And present to class.
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

Class 9   **April 18th**
Topics: Cool Technology postings, The cloud as a disruptive technology and competitive technology for companies and potential threat to internal traditional, on premise IT. Activities: Beyond Brainstorming techniques.

Class 10   **April 25th** - *__Virtual Class__*
Topics: Project Management and Human Change Management for projects involving new technology or new processes.

Class 11   **May 2nd**
Topics: Project Presentations and the closed book part of 2nd Exam
Assignment 3: Research on Emerging Tech and How to Implement This Technology in a Business, School or other Institution