1ST Class – Tuesday evening, March 17, 2015

Instructor: Dr. **Larse Bradley** DBA, [lbradley@coleman.edu](mailto:lbradley@coleman.edu). ~~Delfin Merlan, email: dmerlan@coleman.edu~~

Tuesday - Teacher’s Assistant: Ms. **Andy**

Thursday - Teacher’s Assistant: Mr. **Jimmy Hsia**, jhsaiac@coleman.edu

Textbook: Managing Technological Innovation, Competitive Advantage from Change, Third Edition by Frederick Betz, Copyright © 2011 by John Wiley & Sons Inc.

Some Rules:

- Don’t use double-doors when they’re closed

- Late attendance by 30 minutes – marked absent

- Late homework submission: - 24 hours: 20% grade reduction, 24-48 hours: 60% grade reduction

Thesis:

- Your Best Work! Refer to MC100

- Enhanced Learning Project (ELP)

- The whole process at the Master’s Corner (MC100)

- No plagiarism allowed

- You can submit it to any Doctor on the Thesis Committee

- Before submitting the form, it should be vetted (discussion) with someone.

- An example topic: ‘Virtualization’

- Research my own thoughts for my ‘argument’

- Use ‘scholarly references’

Assignments:

- ELP due Tuesdays (excused absence extends deadline one day)

- EOP, always be scholarly.

- EOP due Tuesdays

- Submit via ‘Turn-It-In’

- Larse can evaluate a paper from the first 5-7 pages. He looks for good citation. A good statement of purpose or problem statement.

- Defense of our paper is a PowerPoint presentation.

- Focus not on the paper but on the presentation (buy a new PowerPoint Mouse)

Research:

- ProQuest

- Summarized by APA style with in-text citations

- Peer Review – Someone on your team

EOP:

- Due every Tuesday.

- Maybe have an Intro but not the bulk of the paper.

- Choose either: whatever is being taught in class, or something towards your thesis.

Webclass: Summary of what we learned tonight.

- Two pages on class participation. Two paragraphs (300 words)

Presentation (PPT) of ‘What is a Business Case Analysis (BCA)?’

- Something interesting to provide a service or a product.

- A proposal that details plans for a new company, a new product line, or an upgrade to an existing product line.

- New technology, making a significant change.

- Decisions Making Argument has relevant facts and supporting analyses

10 Steps of a BCA:

1. Identify the opportunity

2. Determine the objective

3. Determine the alternatives

4. Collect and Arrange Data

5. Review the data

6. Consider Intangibles

7. Make a Decision

8. Develop Implementation Plan

9. Develop Marketing Plan

10. Measure Success

Our team:

- Bobby Hurd, brhurd2@yahoo.com

- Michael Fetick, mikefetick@yahoo.com

- Yuxuan Guan, Yuxuan.george.guan@gmail.com

- Weilong Qu, Weilong.qu@gmail.com

To do:

1. Write the assigned, in-class exercise: IC EX 1A: Participation, due by session 2, as the file named IC\_Ex1A\_MichaelFetick\_8427\_COM690.docx

2. Write the assigned, homework HW 1B: Thesis Assignment, due by session 3, as the file named Thesis\_Assignment\_1\_MichaelFetick\_8427\_COM690.docx

3. Compose and send email correspondence to the team

Technology Convergence – SMAC (Social Media, Mobility, Analytics, Cloud)

2nd Class – Thursday evening, March 19, 2015

I