MIDDLE EAST TECHNICAL UNIVERSITY               SPRING 2012-2013
DEPARTMENT OF BUSINESS ADMINISTRATION

BA 4111- MANAGING TECHNOLOGY AND INNOVATION
Tuesdays and Thursdays 13.15-14.30 G208

INSTRUCTOR: DR. S. NAZLI WASTI PAMUKSUZ
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OFFICE HOURS: Tuesdays and Thursdays 14.30-15.30 and by appointment

COURSE DESCRIPTION
Technological developments are proceeding at an ever-increasing pace, forcing companies to adapt quickly. This requires an understanding of managerial elements necessary to bring technological developments from initial innovation through development and final use. These management elements are not only technical, but have many psychological and sociological components. The objective of this course is to develop an awareness of the issues and problems related to the field of management of technology and innovation using academic sources. The course will focus primarily on product innovations. The material to be covered in the course come from books, articles, videos, and if possible, guest speakers.

TEXTBOOK
The textbook will be available in the Main Library and Muhan Soysal Library Reserves and older editions are available in the main library. The textbook may be purchased from the METU bookstore. Students will also be assigned additional reading materials.

TENTATIVE GRADING SCHEME (approximate weights):
Assignments 20%
Midterm 40%
Simulation 15%
Term project 15%
Discussion leading & class participation 10%
This course does NOT have a final exam.

COURSE REQUIREMENTS

Midterm: Exam will be essay-type and will focus primarily on the lectures and readings. The tentative midterm date is May 9, 2013 in class. Makeup exams will not be given unless your excuse has been accepted by the instructor.

Simulation: Students will work on an innovation management simulation in groups of maximum two students. At the end of the simulation, the groups will present a maximum 3-page report (in 1.5 spaced, 12 point font) explaining their
strategies and lessons learned, and will also provide their best result outputs as an appendix.

**Discussion leading and class participation:** Students will be given reading materials in advance on different facets of technology management. Because the course covers a broad range of material, it is **reading intensive**. Be prepared to read on average 3-4 articles/chapters per week. A significant portion of the class will be spent discussing the related readings or cases. We will have a **lead discussant** for each reading (determined prior to class). Part of your total course grade will be based on how well you are prepared for your lead discussant role. The lead discussant will give us an overview of the assigned material and initiate the discussion. The lead discussant should have a good understanding of the assigned material, should present the key points clearly, compare and contrast the different bits of material, and develop interesting questions. Students who are not lead discussants for a particular hour may be randomly picked to answer reading-related questions. You are encouraged to demonstrate your knowledge of and reflection on the assigned material during class. My questions can also be in the form of **mini-quizzes**. Your answers and preparation will constitute part of your participation grade. Hence students who plan to simply attend lectures should not expect to do well in this course. Class participation will be graded at the end of the term on a scale of 0 to 4 (4=A). Quality is more important than quantity. Students who have not submitted their **Student Information Sheets** ([www.ba.metu.edu.tr/~nazli/BA4111/info.doc](http://www.ba.metu.edu.tr/~nazli/BA4111/info.doc)) with a photo attached by **February 28, 2013**, will NOT receive a participation grade.

**Assignments:** The assignments (roughly bi-weekly) will be done in groups of maximum two students and, unless stated otherwise, will be maximum 2 pages long, in 1.5 spaced 12-point font. Assignments will be submitted in both hard copy and electronic format. **The assignments will be analyzed using special software. If sentences out of other original material or formerly submitted assignments are identified, your assignments will NOT be graded.**

**Term project:** Students will select two books (or one very long book), inform the instructor to avoid duplication, and then review it/them in about 10-15 pages in 1.5-spaced 12-point font (with a one-page executive summary for each). The books are to be non-fiction and relevant to the course topics. Try to pick books on the same general topic so you can do easier comparing and contrasting. Present your proposed books for approval by **February 28, 2013**.

The book review is to consist of an overview of the material in the books. Discuss the issues covered in each chapter of the books, their backgrounds, perspectives, biases, and objectives of the authors. Compare and contrast the opinions, attitudes, and approaches of the two books. Conclude with how the books relate to this class and five things you learned from each book that can be used in your work environment. The write-up will also include an executive summary, no more than one page, single-spaced. **The executive summary is to summarize the most valuable points of the material in the books, and should include titles, authors, ISBN numbers, publisher names, number of pages, and years of publications.**
Plagiarism is a crime. Do not copy statements out of books or papers without putting them in quotes and providing the proper reference. Use your own words.

Your term project will be analyzed using special software. If sentences out of other original material or formerly submitted projects are identified in your project, your project will NOT be graded. Points will be taken off for non-professional, sloppy work (no table of contents or page numbers, too long/short paragraphs, spelling mistakes, poor English, untidy looking paper, improper referencing, etc.).

All projects will be presented in class on May 14 and 16, 2013. The order of presentations will be determined randomly. If you cannot make it on a certain date, it is your responsibility to find a person willing to swap dates with you. Projects will be evaluated on both content and delivery. Delivery includes whether your project presentation is interesting, professional, and clear. Are your voice tone, eye contact, posture, and appearance good? Are your transparencies, handouts, and slides readable, free of typos, informative, and interesting? Have you managed your time effectively and finished your presentation on time?

The final report (both in hard copy and electronic format) will be due on May 16, 2013 in class. Late report papers, reports only handed in via e-mail, and reports exceeding the page limits will NOT be graded unless you have a legitimate excuse cleared in advance. You may submit your papers earlier than the deadline.

COURSE TOPICS
Slides for the following topics can be found under www.ba.metu.edu.tr/~naelli/BA4111/....ppt (TBA)
- Introduction and definitions (Chapter 1)
- Types and sources of innovation, disruptive technologies (Chapters 2, 3)
- Standards and dominant designs (Chapter 4)
- Technology strategy (Chapters 5, 6, 7)
- Collaboration strategies (Chapter 8)
- Protecting innovations (Chapter 9)
- The process of product development (Chapter 11)
- Organization for product development (Chapter 10, 12)

Additional topics may be covered if we have time left at the end of the term.

Middle East Technical University
Department of Business Administration
Rules of Academic Honesty
February 2004

Cheating: All university, faculty, and department principles on academic honesty will be strictly enforced. The usual consequence for academic dishonesty is failure in the course and additional disciplinary action. Examinations are individual and are to be completed without unauthorized outside assistance. Persons observed cheating during examinations will automatically receive a failing grade in the course. Homework assignments are individual, unless otherwise specified by the instructor, and are to be completed without unauthorized outside assistance as well. Persons observed cheating in their homework assignments will receive a score of zero for the portion of the semester grade that is allocated to such assignments. In addition to the consequences above, the instructor will initiate disciplinary action against the student(s) involved in academic dishonesty.
**Plagiarism:** The instructor assumes that students will do their own work. By placing their names (individual or team) on assignments, students are affirming that the contents are their original work. Ideas should be stated in the student’s own wording. Violation of this provision will be considered as unethical behavior, subject to disciplinary action. If you have any doubt about the use of a specific material, see the instructor ahead of time.

**Civility in the Classroom:** Students are expected to assist in maintaining a classroom environment which is conducive to learning. In order to assure that all students have an opportunity to gain from time spent in class, students are prohibited from using cellular phones or beepers, eating or drinking in class, arriving late or leaving early without prior permission, or engaging in any other form of distraction. Inappropriate behavior in classroom shall result in, minimally, a request to leave class.

**Examination Rules:** Students must present a valid METU Student ID before they can be allowed into the examination rooms. Those students who cannot present this ID will not be allowed into the examination room under any circumstances. Cellular phones must be turned off and stowed away during the examinations. Students whose phones are observed to be turned on and/or not stowed away will receive a score of zero for the examination.