

BA 4111 – MANAGING TECHNOLOGY AND INNOVATION (draft version)

Tues and Thu 14.45-16.00 G107

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<b>Office Hours:</b>	Monday and Thursday 10.30-12.30 or by appointment
<b>Course Web Page:</b>	<a href="https://odtuclass">https://odtuclass</a> (TBA)
<b>Course Description:</b>	
<p>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 managerial 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 related to the field of management of technology and introduce basic concepts of innovation management using academic sources and relevant case examples. The course will focus primarily on product innovations.</p>	
<b>Course Student Learning Objectives: (CSLOs)</b>	
<p><i>Upon successful completion of this course, students should be able to:</i></p> <p><b>Course Specific Skills:</b></p> <ol style="list-style-type: none"> <li>1. Use the innovation management terminology appropriately</li> <li>2. Compare and contrast various firms' technological strategies and innovations</li> </ol> <p><b>Discipline Specific Skills:</b></p> <ol style="list-style-type: none"> <li>3. Analyze decision problems in innovation management</li> <li>4. Discuss recent literature that exemplify and empirically demonstrate course concepts</li> <li>5. Identify the interaction between innovation management concepts and the core business functions</li> </ol> <p><b>Personal and Key Skills:</b></p> <ol style="list-style-type: none"> <li>6. Apply knowledge learned to case studies and actual organizations</li> <li>7. Develop discussion skills</li> <li>8. Write case analysis reports and book reviews</li> <li>9. Critical writing skills</li> <li>10. Enhance presentation skills</li> </ol>	
<b>Learning and Teaching Methods:</b>	
<p>This course is going to make use of formal lectures, in-class discussions, videos, case write-ups, and book review assignments.</p>	
<b>Required Reading:</b>	
<p>Schilling, Melissa A. <b>Strategic Management of Technological Innovation, McGraw-Hill, 6th Ed., 2020.</b> A limited number of copies of the book is available through the METU Bookstore at <a href="https://www.odtuden.com.tr/">https://www.odtuden.com.tr/</a>. The textbook can also be found in the Main Library Reserves and older editions are available in the main library and Muhan Soysal Library. Students can use older editions of this text; however, they will be responsible for tracking which chapter/case corresponds to the material covered in class (<i>even cases with the same name do not always have the same content!</i>) The link to purchase online access to the textbook is <a href="https://connect.mheducation.com/class/...">https://connect.mheducation.com/class/...</a> The course slides can be downloaded from the ODTUClass system.</p>	

Assessment and Grading:				
Form of Assessment	% Contribution	Size of the assessment	CSLOs covered by the assessment	Feedback Method
Written Examination	50	75-minute essay-type examination	1, 2, 3, 5	Written and oral (in class and in person)
4-6 Case Reports	20	Self-study hours (2 hours)	1, 2, 3, 5, 6, 7, 8, 9	Written
Term Project Report	20	Self-study hours (10 hours)	3, 4, 8, 9, 10	Written and oral (in person)
Case Discussions, Attendance, Participation	10	Class participation during regular lectures	6, 7, 8, 9	Oral (in person)

This course does not have a final exam. The exam will be during class hours. No “extra” work above the aforementioned will be accepted or credited. There will be no make-ups for the exam without an approved excuse or a medical report. If you have a time conflict, please contact me ahead of time.

**Midterm:** The exam will be essay-type and will focus primarily on the lectures and readings. The tentative midterm date is **December 28, 2023**, in class.

**Case reports:** The case assignments (roughly bi-weekly) will be done in groups of maximum two students and, unless stated otherwise, will be maximum 2 pages long, 1.5-spaced font. Assignments will be submitted into Turnitin via the ODTUClass system. If sentences out of other original material or formerly submitted assignments are identified, or if AI usage is suspected, your assignments will NOT be graded. We will discuss the cases in class so be prepared to answer questions and critique other students’ comments.

**Class participation:** Your preparation will constitute part of your participation grade. 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** (downloaded from the ODTUClass system) with a photo embedded by **October 13, 2023**, to ODTUClass will NOT receive a participation grade.

**Term project:** Students will select two books (or one long book) in English and inform the instructor to avoid duplication, and then review it/them in about **8 pages** in 1.5-spaced font. The books are to be recently published, 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 and do NOT pick edited books. You can also use our library’s ebooks (more information on that will be provided on the course ODTUClass page). Present your proposed books for approval by **November 16, 2023**.

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, the authors’ perspectives and objectives. Compare and contrast the opinions 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 cover page should include titles, authors, ISBN numbers, publisher names, number of pages, and years of publications.

The projects will be presented in class on **January 2 and 4, 2024**. 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, well-rehearsed, and clear. 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? Were you able to adequately answer any questions coming from the audience?

The final report (submitted to Turnitin via the ODTUClass system) will be due on **January 8, 2024, 5 pm**. 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; not AI output. 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.). Late report papers and reports severely 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.

The following table gives the **tentative sequence of topics** for the semester. The day-to-day schedule will be given in the ODTUClass system. The lectures will stress the most important and/or most difficult material. Adjustments may be required in the schedule. **No class on November 2—makeup session on October 13 (time TBA).**

Week	Chapter(s)
1	Introduction and definitions (Chapter 1), Sources of innovation (Chapter 2)
2	Types of innovation (Chapter 3)
3	Standards and dominant designs (Chapter 4)
4	Timing of entry (Chapter 5)
5	Documentary discussion
6	Technology strategy (Chapter 6, cases only)
7	Selecting innovation projects (Chapter 7)
8	Collaboration strategies (Chapter 8)
9	Protecting innovations (Chapter 9)
10	The process of product development (Chapter 11)
11	Organization for innovation (Chapter 10)
12	Managing new product development teams (Chapter 12)
13	Documentary discussion
14	<b>Midterm exam</b>
15	<b>Project presentations</b>

**GOOD LUCK AND ENJOY THE CLASS!**

**Course Policies:**

**STUDENT DISABILITIES:** Any student, who, because of a disabling condition, may require special arrangements in order to meet course requirements, should contact the instructor as soon as possible. Students should present the appropriate documentation from the university's Disability Support Office (Engelsiz ODTÜ Birimi, ODTÜ Kütüphanesi, Solmaz İzdemir Salonu, Tel: 210.7196; [engelsiz@metu.edu.tr](mailto:engelsiz@metu.edu.tr)) verifying their disability, and outlining the special arrangements required. Please note that no accommodations will be provided to the disabled students prior to the completion of this approved University process.

**ACADEMIC DISHONESTY:** The Department of Business Administration has no tolerance for acts of academic dishonesty. Such acts damage the reputation of METU, the department and the BA/MBA/MS degree and demean the honest efforts of the majority of the students. The minimum penalty for an act of academic dishonesty will be a zero for that assignment or exam.

**CHEATING:** All university, faculty/institute, and department principles on academic honesty will be strictly enforced. The usual consequence for academic dishonesty is failure of the course and referral of the case to the Dean of the Faculty/Institute for additional disciplinary action. Examinations are individual and are to be completed without outside assistance of any sort. Persons observed cheating during examinations will receive a failing grade in the course. Homework assignments are individual, unless otherwise specified by the instructor, and are to be completed without outside assistance of any sort, 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.

**PLAGIARISM:** The instructor assumes that students will do their own work. By placing their names on assignments (individual or team), students are affirming that the contents are their original work. Any previous work available from files or past students, as well as materials available on the internet may be used only as a suggestive model. 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. Any material used from outside sources should be referenced appropriately.

#### **METU HONOR CODE**

Every member of METU community adopts the following honor code as one of the core principles of academic life and strives to develop an academic environment where continuous adherence to this code is promoted.

"The members of the METU community are reliable, responsible and honorable people who embrace only the success and recognition they deserve, and act with integrity in their use, evaluation and presentation of facts, data and documents."