# BRAZOSPORT COLLEGE

## *SYLLABUS - TMGT 4312*
## *MANAGEMENT OF TECHNOLOGICAL RESOURCES*

| PROFESSOR | **Dr. Don Wicker** |
|---|---|
| **DAYS / TIME & LOCATION** | **TMGT 4312  Internet class only** |
| **EMAIL:** | dwicker@brazosport.edu |
| **PHONE:** | **(979) 230- 3199 (Office)        or        (806) 445-3905 (Cell)** |
| **OFFICE HOURS** | **As needed** |
| **OFFICE LOCATION** | **B241  -- Business Division** |

## Catalog Description:

An examination of the tools and methods used to manage the technological resources of the enterprise. Emphasis on the relationships among technology, innovation, management, and business operations. Includes the process of developing a technology strategy and integrating it with the business strategy. Prerequisite: Senior standing.   (3, 0) [52.0203.0036]
Credit:  3 Semester Hours

## TEXTBOOK

White, M. A., and Bruton, Garry D. The Management of Technology and Innovation: A Strategic Approach. Thomson South-Western Publishers (2007). ISBN# 0324144970

**ADDITIONAL READINGS LOCATED IN THE BC LIBRARY**
Technology and Organizations, by Goodman, Paul
Business-Driven Information Technology, by Laube, David R.
Corporate Computer and Network Security, by Panko, R.R.
Information Technology and Business Process Reengineering, by Tsai, Hui-Liang
Information Technology for Management: Transforming Organizations in the Digital Economy, by Turban, Efraim
Management of Technology : Growth Trough Business Innovation, by ICMT
Technology Management: Text and International Cases, by Harrison, Norma
 Computer Forensics: An Essential Guide for…Managers       Sheetz, Michael


## I.   GENERAL OBJECTIVES
By the end of this course, students will be able to:

A. Appreciate the range, scope, and complexity of the phenomena, issues, and problems related to technological innovation and internal entrepreneurship.

B. Use a conceptual framework for assessing the innovative capabilities of a firm.

C. Identify the skills necessary to be an effective manager in the innovation process.

D. Define and work out strategic management problems related to technological innovation and internal entrepreneurship.

E. Appreciate the role of technology in the success of global industries.

F. Evaluate ethical issues associated with the management of technology and innovation.


## II.   SPECIFIC OBJECTIVES AND COURSE CONTENT

A. Provide a foundation for the exploration of management of innovation and technology (MTI).

1. Emphasize that the expanding use and impact of technology has made the   understanding of the management of technology and innovation to business success.

2. Define technology and innovation and what is needed to strategically manage them.

B. Connect MTI to the concept of strategy.

    1. Discuss continuous and radical technologies and offensive and defensive technologies.

    2. Emphasize that strategy is a continuous process, connected to both the external environment and industry of the firm and to the internal capabilities of that business.

C. Explore the planning that underlies internal innovation

    1. Determine if an internal or external technology focus is most appropriate for a given situation.

    2. Identify the steps in the planning process, considering the firm's stage of technological development.

    3. Discuss the means to ensure that a creative process is employed in such planning.

D. Identify the critical elements for implementation of internal development technology efforts in a firm.

E. Explore the process of evaluation and control when a firm pursues an internal innovation strategy.

F. Describe the basic elements of planning for obtaining technology externally.

    1. Emphasize importance of strategies matching the needs and goals of the organization.

    2. Discuss the pro's and con's of various external strategies, such as mergers & acquisitions.

G. Discuss how a firm can develop a sustainable competitive advantage by enhancing its capabilities with the effective management of innovation and technology.

H. Evaluate how organizational learning and knowledge management are critical to the success of the technology-focused firm.


**Course Delivery Method**
This course will utilize D2L for On-line Learning: for technical help contact the IT Helpdesk, 979-230-3266 or [helpdesk@brazosport.edu](mailto:helpdesk@brazosport.edu) - Students who have difficulty logging in the first time or have other technical issues please notify the help desk.

## Testing Methods
Exams will be available on Brazosport College web, students will
answer all questions and resubmit documents in D2L or by e-mail.
(NO MAKE-UPS)


## On-line Discussion Questions
All students are expected to answers and participate in On-line Discussions
Questions with other students. Answers should include real-life examples, and
rational for all responses. Professor will read all responses; however, replies will
be random. <u>A minimum of 150 words is required for your Discussion
Question answer, and all students must response to a minimum of two
other students</u>


## School Policies and Student Responsibilities
Students are expected to fully participate in the course. The following criteria are
intended to assist you in being successful in this course.

     a. Time Management
     b. Understanding the Syllabus Requirements
     c. Utilizing Online Components (D2L)
     d. Communicating with the Instructor
     e. Completing Course Work


## Students with Disabilities
BC is committed to providing equal education opportunities to every student. BC
offers services for individuals with special needs and capabilities including
counseling, tutoring, equipment, and software to assist students with special
needs. Please contact Phil Robertson, Special Populations Counselor, and (979)
230-3236 for further information.


## Academic Honesty
BC assumes that students eligible to perform on the college level are familiar
with the ordinary rules governing proper conduct including academic honesty.
The principle of academic honesty is that all work presented by you is yours
alone. Academic dishonesty including, but not limited to, cheating, plagiarism,
and collusion shall be treated appropriately. Please refer to the BC Student
Guide for more information, this is available online at http://www.brazosport.edu,
click on the link found on the left side of the homepage.

## COURSE EVALUATION

A. Students are encouraged to submit course and/or instructor criticisms and comments in written form to the instructor throughout the semester. Prior to final exams all students will have an opportunity to complete a course evaluation form (anonymously) and these will be read by the instructor after course grades have been turned in.

B. Instructors will review the withdrawals during the semester and attempt to determine the cause if the withdrawal rate is higher than the average of the division.

C. The division chair will review the final grades given in the course to determine if a pattern of high or low grades exists.

| | |
|---|---|
| **ON-LINE ATTENDANCE POLICY** | Participate in all On-line discussions, and complete all assignments. |
| **MAKE-UP WORK:** | NO MAKE-UP WORK WILL BE AVAILABLE |
| **ON-LINE ETIQUETTE:** | High standards as professional settings; thus, treat everyone with respect and demonstrate the proper social skills. |
| **PLAGIARISM:** | Plagiarism (from the Latin word "kidnapper") is the implicit or implied presentation of someone else's ideas or words as one's own. Whether deliberate or accidental, plagiarism is a serious and often punishable offense. |
| **WRITING FORMAT:** | All documents are to be typed, spell-checked and grammar checked and prepared in the proper APA format or other documentation format required for this class.  Assignments, both oral and written, will be evaluated on:<br><br>• Completion of assigned task (instructions)<br>• Submission of assigned task on time<br>• Evidence of sufficient time spent appropriately<br>• Quality of content and research<br>• Presentation of material |

## STUDENT EVALUATION

Student performance will be evaluated based upon the following criteria:

Students will be graded individually based on Projects, Case Studies, True and False Questions, Review Questions, Discussion Questions, Midterm Exam, and a Final Exam.

## GRADE PERCENTAGES %
15% ON-LINE DISCUSSION QUESTIONS (4)
15% TRUE AND FALSE QUESTIONS (6)
15% PAPER # 1
15% PAPER # 2
15% PAPER # 3
10% PROJECT – LIKERT CHART
## 15% FINAL EXAM
100% TOTAL


## Late Assignments

NO LATE WORK ACCEPTED



## Students' assignments will be graded based upon the following scale:
A  90%-100%  Excellent
B  80%-89%    Above average
C  70%-79%    Average
D  60%-69%    Below average
F  Below 60%  Failure

# Course Assignments –

**Week 1**

Introductions
Syllabus Overview
System Introductions

**Week 2**

Read Chapter 1 – **Management of Technology and Innovation**
**DISCUSSION QUESTION # 1**
**TRUE AND FALSE QUESTIONS # 1**

**Week 3**

Read Chapter 2 – **Strategy and the Management of Technology and Innovation**
Read Chapter 3 – **Innovation: Planning**
**DISCUSSION QUESTION # 2**
**TRUE AND FALSE QUESTIONS # 2**

**Week 4**

Read Chapter 4 – **Internal Innovation: Implementation**
Read Chapter 5 – **Innovation: Evaluation and Control**
**TRUE AND FALSE QUESTIONS # 3**
**PAPER # 1 DUE** *

**Week 5**

**PROJECT – LIKERT CHART***

**Week 6**

Read Chapter 6 **Obtaining Technology: Planning**
**TRUE AND FALSE QUESTIONS # 4**

**PAPER # 2 DUE** *

**Week 7**

Read Chapter 7 **Obtaining Technology: Implementation**
**DISCUSSION QUESTION # 3**
**TRUE AND FALSE QUESTIONS # 5**

**Week 8**

Read Chapter 8 **Obtaining Technology Evaluation and Control**
**DISCUSSION QUESTION # 4**
**TRUE AND FALSE QUESTIONS # 6**

**Week 9**

**PAPER # 3 DUE** *

**Week 10**

**FINAL EXAM DUE** *