

Fall 2015

MANG 4710

Cherie Courseault Trumbach
University of New Orleans

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UNIVERSITY OF NEW ORLEANS

COURSE OUTLINE

A. GENERAL INFORMATION:

1. **SEMESTER:** FALL 2015
2. **COURSE NAME:** INNOVATION MANAGEMENT
3. **COURSE NUMBER:** MANG 4710
4. **MEETING TIME:** KH 225
5. **CREDIT HOURS:** 3.0

B. INSTRUCTOR INFORMATION:

Instructor: Dr. Cherie Courseault Trumbach

Email: ctrumbac@uno.edu

Office & Hours: T,Th 11:30 -2:00p (Kirschman Hall 359H) and W 12:15 – 1:15pm Engr Bldg 212 or by appointment

Telephone: (504) 280-6482

FAX: (504) 280-3951

C. DESCRIPTION:

Course discussion includes concepts involved effectively managing an innovative organization, the relationship between innovation and strategic planning, methods for fostering innovation within an organization, and guidelines for overcoming barriers to implementing innovative ideas within organizational structures

D. STUDENT LEARNING OUTCOMES:

- Discuss the range, scope, and complexity of issues related to innovation management
- Develop a conceptual framework for assessing the innovative capabilities of an organization.
- Describe key management practices that foster innovation in both products and processes.
- Develop a basis to solve strategic management issues related to technological innovation and entrepreneurship.
- Discuss legal issues related to technology development
- Utilize tools and techniques to assess technological opportunities
- Understand the role that the human element plays in innovation and product development
- Analyze an organization according to known best practices in innovation management

E. TEXTBOOK

There is no paper textbook for this course. All course material and instructions for assignments can be found on Moodle with instructions for access. The materials for this course come from both internet and library resources already available to student.

F. EVALUATION

Points
50% Best Practice Analysis
25 % Team Participation Assignments (10pts each)
25% Midterm

G. BEST PRACTICE ANALYSIS (MANG 4710)

A full description and a template of the Best Practice Analysis is defined on Moodle. The Analysis is the main project for this class. The assignment can be completed as an individual or with a partner. The additional expectations for partner papers will be specified. Other arrangements are also possible with approval.

H. TEAM PARTICIPATION ASSIGNMENTS

Throughout the semester there will be Team Assignments that will be mostly completed during class time with some outside work. The assignments will be presented during class. They may also give you the opportunity to start on elements of the Best Practice Analysis. Since this is an innovation class, some of these assignments are designed to challenge the way in which you think and do. Some of the technologies and methods are experimental. Getting you to think outside of the box is a main objective of the course. Students are expected to fully participate in all class activities. Full participation starts with class attendance and contributing to and completing all assignments with active and purposeful engagement with the topic at hand.

I. MIDTERM

There will be a midterm covering the first three parts of the course: Introduction, Technology and Strategy, and Learning Organization. The midterm will be an in-class, closed book test taken in one class period. It is an assessment to ensure that the student is learning the foundational vocabulary for the course from which the rest of the course builds

J. SCHEDULE

Due dates for all class requirements can be found on Moodle.

K. CLASS POLICIES

- Syllabus is subject to change. **Due dates and assignments are posted on Moodle. You are responsible for making sure that you understand the assignments and turn them in on time!!!**
- Civility and respect for the opinions of others is very important in an academic environment. It is likely you may not agree with everything that is said or discussed throughout the course. Courteous behavior and responses are expected.
- Failure to adhere to class policies may result in a reduction in points.
- *Academic integrity is fundamental to the process of learning and evaluating academic performance. Academic dishonesty will not be tolerated. Academic dishonesty includes, but is not limited to, the following: cheating, plagiarism, tampering with academic records and examinations, falsifying identity, and being an accessory to acts of academic dishonesty. Refer to the Student Code of Conduct for further information. The Code is available online at <http://www.studentaffairs.uno.edu>.*
- *It is University policy to provide, on a flexible and individualized basis, reasonable accommodations to students who have disabilities that may affect their ability to participate in course activities or to meet course requirements. Students with disabilities should contact the Office of Disability Services as well as their instructors to discuss their individual needs for accommodations. For more information, please go to <http://www.ods.uno.edu>.*
- *To ensure academic integrity, all students enrolled in distance learning courses at the University of New Orleans may be required to participate in additional student identification procedures. At the discretion of the faculty member teaching the course, these measures may include on-campus proctored examinations, off-site or online proctored examinations, or other reasonable measures to ensure student identity. Authentication measures for this course are identified below and any fees associated are the responsibility of the student.*