

Assignment: Drucker Roundtable
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Course: *MGT 665*

Title: *Management of Innovation and Technology* (3 units)

“The most important thing in communication is to hear what isn't being said.”
---Peter Drucker (1909-2005)

Goal:

The primary goal of this assignment is to form a weekly roundtable centering on our reading of the “Innovation and Entrepreneurship” textbook. A second purpose of this assignment is to strengthen your ability in reading comprehension and critical reflection.

Chapter Assignment:

I will assign a chapter or part of a chapter to each student. This task will most likely occur in the first class session.

Deliverable:

Your task is to summarize your part of the reading and lead a reflective discussion among your student colleagues. Since Peter writes about innovation through the ages, you can also touch upon contemporary applications of his thinking as needed for clarification.

Use of Powerpoint or the room projector is not permitted. I suggest you bring a brief (one page) outline for yourself to help you present your material in a clear and cohesive manner. Also, even MBA students will benefit from practice before-hand. The presentation and discussion for each chapter will vary depending on time—I suggest planning on at least 15 minutes for each individual student presentation and discussion.

You can review the following web page as a general guide (some parts do not apply, but most do):

<http://buslab5.csun.edu/bus302/presentation.evaluation.form.pdf>

Performance Measurement:

The scoring rubric for this assignment is as follows:

- 5 - quality of oral communications and style
- 5 - quality of summary content and salient (material) points