

Course Outline (revised)
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[updated: Monday, April 16, 2007]

Course: MGT 665
Title: *Management of Innovation and Technology* (3 units)

“There are five managerial roles; they are to set objectives, organize, motivate and communicate, measure, and develop people.”

---Peter Drucker (1909-2005)

Semester: Spring, 2007
Class: #17156
Day/Time: Thursday (2nd half of the semester), 6:00pm-9:45pm
Location: Juniper Hall 2206
Day/Time: Friday (May 11), 6:00pm-9:45pm
Location: Juniper Hall 2230
Day/Time: Saturday (May 12), 8:00am-5:00
Location: Juniper Hall 2230

Instructor: Wayne Smith, M.S.
Office: Juniper Hall 4143 (*juniperus communis*)
Office Hours: Monday, 4:50pm-5:50pm and by appointment
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Email: wayne.smith@csun.edu (place “[CSUN Mgt665]” in subject line)

Web: <http://ocw.smithw.org/2007spring/mgt665/>
LMS: <http://webteach.csun.edu/>

Textbook(s): Drucker, P. (1985) *Innovation and Entrepreneurship*, Harper Collins, New York:NY

Pearlson, K., and Saunders, C. (2006) *Managing and Using Information Systems* (3rd ed.), John Wiley and Sons, Hoboken:NJ

Additional: Additional materials are available on the public website, the CSUN Library online databases, or the private LMS. The LMS may or may not be used this semester.

Requirements:

Readings. Students are expected to complete the assigned readings by the date noted on the course outline.

Homework. Students are expected to turn in the homework at the beginning of class.

Date	Topic (R=readings, online)	Textbooks		Due
		Drucker	Pearlson	
Mar 29 Thu	<ul style="list-style-type: none"> Enrollment Management, Course Materials, Course Overview 	Intro.	Intro.	
Apr 5 Thu	SPRING RECESS			
Apr 12 Thu	<ul style="list-style-type: none"> (D) Innovation (P) IS Strategy (R) Christensen 	1 2 3 4	1 2	
Apr 19 Thu	<ul style="list-style-type: none"> (D) Innovation (continued) (P) Org. Impacts and Design of Work (R) Leavitt and Lipman-Blumen 	5 6 7	3 4	
Apr 26 Thu	<ul style="list-style-type: none"> (D) Innovation (continued) (P) IT -- Bus. Processes and Architecture (R) MacCormick 	8 9	5 6	Individual case paper (outline)
May 3 Thu	MID-TERM			
May 10 Thu	<ul style="list-style-type: none"> (brief review of mid-term) (D) Innovation (finish) (P) E-Business/E-Commerce (R) Nemeth 	10 11	7	
May 11 Fri (room JH2230)	<ul style="list-style-type: none"> (D) Entrepreneurship (P) Information Ethics and Ecology (R) Basadur 	12 13	8	
May 12 Sat (room JH2230)	<ul style="list-style-type: none"> (D) Entrepreneurship (continued) (D) Entrepreneurial Strategies Effectiveness (P) MIS Organization and Funding IT (R) Schwartz 	14 15 16 17	9 10	
May 17 Thu	<ul style="list-style-type: none"> (D) Entrepreneurial Strategies Effectiveness (continued) (P) Project Mgt. and Knowledge Mgt. (R) Pinto and Kharbanda (R) MacDermott 	18 19	11 12	
May 24 Thu	FINAL EXAM			Individual case paper (final)