

Assignment: Research Report
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[updated: Thursday, January 4, 2007]

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

“Men are much more likely to discover easier and readier methods of attaining any object when the whole attention of their minds is directed towards that single object than when it is dissipated among a great many things.”

---Adam Smith (1723-1790)

Goal:

The goal of this assignment is to augment the breadth material that comprises the bulk of the content in the course with some depth material in a particular area of interest to the student.

Instructions:

In general, your task is to write a brief “research report” paper concerning a topic of unique value to you. The only general requirements are that the subject of the paper touch upon at the following areas—strategy, innovation, and technology. The other general requirement is that I would like you to reference an idea from both of the two textbooks as well.

Perusing the chapters in the textbooks and the supplemental readings should help you focus your topic. I am especially interested in papers that address topics that you feel can make a positive difference in your current or future place of employment.

Refining a broad topic into a narrower topic can be non-trivial. That is, “you can’t boil the ocean.” I will offer my suggestions as to narrowing your topic so that 1), you can finish within the requisite time, and 2), your effort can make an organizational impact.

Project Milestones:

Your first milestone is that I will go around the room and ask each student what topic might hold potential interest for her/him. This discussion is preliminary and does not bind any individual to any particular topic. If necessary, we may repeat this process in a subsequent class session.

Your second milestone is that I require you to submit a topic and a working outline to me by the day of the mid-term.

Deliverable:

Your final paper is due on Thursday, May 19. Late papers will be accepted within a week with a 50% point penalty.

Sections of the Paper:

In general, your paper should contain the following sections:

1. Cover (1 page)
2. Table of Contents (1 page)
3. Executive Summary (1 page)
 - First paragraph—overview of problem (assume non-familiarity)
 - Second paragraph—study approach and key models (non-technical)
 - Third paragraph--of proposed solution/recommendations (not a mystery)
4. Body (6 to 10 pages)
 - Introduction (overview of problem and course linkages)
 - Significance of Topic (including scope and magnitude)
 - Literature Review (at least five peer-reviewed references)
 - Proposed Solution (including impacts and “systems” effects)
5. References (as many as needed—probably one or two)
6. Appendix (as many as needed)

Length:

The body of the paper should be no less than six pages and no more than ten pages. The page count does not include non-body matter, such as a cover page, executive summary, appendix, references, etc.

Format:

The style requirements of the essay are as follows: 12-point Times Roman font, double line spacing, and approximately 1 inch page margins. Do not justify the text to the right margin. You may indent the first line of each paragraph if desired. The first three lines on each page should be left-justified and appear as follows: Please number your pages.

Terry Student, MGT 665, <due date>
Research Report

Please double-check the spelling and grammar before you turn in the paper (especially for errors that cannot be “caught” easily by contemporary word processors). I recommend starting this assignment as soon as possible and allocating time for “re-writing” your work. Use the American Psychological Association (APA) style guide.

Performance Measurement:

The scoring rubric for this assignment is as follows:

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|---|---|---|
| 1 | - | no more than one spelling error |
| 1 | - | no more than two punctuation errors |
| 1 | - | no more than two grammar errors |
| 3 | - | touched upon strategy, innovation, and technology |
| 2 | - | provided a cohesive linkage to both textbooks |
| 5 | - | quality of effort towards understanding the root cause of the issue |
| 5 | - | quality of effort towards recommending a demonstrable solution |