

**Course Syllabus (tentative)**  
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**[ updated: Thursday, January 4, 2007 ]**

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

“I just want to know God’s plans. Everything else is just simply details.”  
---Albert Einstein (1879-1955)

**Program:** Master’s of Business Administration  
**College:** CSUN College of Business and Economics

**Description:**

The course explores the emerging literature regarding the integration of strategy, technology, and innovation. This course stresses the strategic management of technological resources in order to gain a competitive advantage in the marketplace through timely innovation. There is extensive focus on the evolution of high-tech industries and the factors contributing to their success.

**Course Prerequisites:**

This course requires the completion of GBUS 600. This prerequisite will be strictly enforced.

**Department:**

The Department of Management offers a variety of programs to serve matriculating students. Additional information about the Department and its programs is available in the CSUN catalog. See:

<http://www.csun.edu/catalog/MGMT.pdf>

**Learning Objectives:**

This course is an introduction to the foundational principles that lie at the intersection of strategy, innovation, and technology. As such, this course is inherently interdisciplinary. Emphasis is placed on acquainting students with the literature and on understanding the relationship between theory and practice. Specific objectives are to:

- Review and apply the principles of the economics of strategy and the qualitative aspects of strategic thinking.
- Understand how innovation has occurred, both within modern organizations and throughout the 20<sup>th</sup> century.
- Master the organizational aspects of information technology and information systems.

**Approach:**

The course will use a variety of approaches including lectures, videos, class discussions, assignments, analyses of business news and cases, and in-class, experiential exercises.

**Grading System:**

The contribution of each component to the final grades will be based on the following breakdown:

Component	Relative Weight
Class Participation	5%
Book Discussion	10%
Research Report/Paper	20%
Quiz	30%
Final Exam	35%

I do not discuss any aspect of *grades* via email after the end of the semester.