Assignment: Emerging Technology Analysis (Technology/Industry Choices)
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[updated: Sunday, April 9, 2023]

Course: *MGT 340*
Title: *Management of Emerging Technologies* (3 units)

"Any sufficiently advanced technology is indistinguishable from magic."
-Arthur C. Clarke (1917-2008)

"The best way to predict the future is to create it."
-Peter Drucker (1909-2005)

Technology and Industry

Each team will select (with my approval) a combination of technology and industry to study and analyze. I'll ask for three names of three combinations of technologies and industries on the date listed on the course outline/calendar well before the middle of the semester not only to eliminate any duplicates among teams but to encourage diversity.

Each team must have three choices. Within the choices there must be at least two different technologies and at least two different industries, in any combination of technology and industry that interests the team. The technology cannot be illegal.

There is no easy classification of technologies. However, there are relatively standard classifications of industries. Industries are classified with North American Industry Classification System (NAICS) codes. To keep things simple, we'll just stick with the top-level codes:

https://www.naics.com/business-lists/counts-by-naics-code/

Please rank your three technology/industry combination choices: first, second, and third. A team may get their first choice but they may not. Student teams should be comfortable analyzing any of their three choices. The instructor will make the final selections from each team's choices during class, and the instructor's decision is final.

Tips for Team Brainstorming:

- *Defer judgement.* You never know where a good idea is going to come from. The key is to make everyone feel like they can say the idea on their mind and allow others to build on it.

- *Encourage wild ideas.* Wild ideas can often give rise to creative leaps. In thinking about ideas that are wacky or out there, think about what the team really wants without the constraints of technology or materials.

- *Build on the ideas of others.* Being positive and building on the ideas of others take some skill. In conversation, try to use "and" instead of "but."

- *Stay focused on the topic.* Try to keep the discussion on target, otherwise the team can diverge beyond the scope of what you're trying to do.

- *One conversation at a time.* Your team is far more likely to build on an idea and make a creative leap if everyone is paying full attention to whoever is sharing a new idea.

- *Be visual.* In live brainstorms write down on Post-its and then put them on a wall (there are electronic collaboration tools for this too). Nothing gets an idea across faster than drawing it. It doesn't matter if you're not Rembrandt!

- *Go for quantity.* Aim for as many new ideas as possible. Crank the ideas out quickly and build on the best ones.

These tips were excerpted and adapted from https://www.designkit.org/methods/28.html.