

Homework: Telling the “Emerging Technology Story”

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Course: MGT 340

Title: Management of Emerging Technologies (3 units)

“For a successful technology, reality must take precedence over public relations, for Nature cannot be fooled.”

---Richard Feynman (1918-1988)

Goal:

I want you to practice telling the “story of a technology” for an organization or industry in a brief narrative using the theories, models, and frameworks from class. No single article on any subject can ever be complete. You’ll need to make assumptions and speculate as appropriate. In some cases, drawing analogies from your own experience may be helpful.

Objective:

Find an article on a current event that you believe is an example of an organization’s or industry’s technology. Choose an article on a subject for which you have a deep, abiding interest. A passion for the subject matter and context is crucial for actionable thinking about technology.

The source of the article must be from one of the following sources: Los Angeles Times (business section), New York Times (business section), Wall Street Journal, The London Times (business section), The Economist, Fortune, Forbes, or Barron’s magazine. The article must be at least 500 words in length. For this exercise, “current event” is defined as “since you have been enrolled in college.”

Do not select an article that is an assigned reading for class, such as an article listed in the “Library Materials”. Also, if you study with a teammate, each person should choose a *different* article on a different company.

To make it simple, just use a single paragraph to answer each of the following questions. Additionally, just label each paragraph with the relevant question number, such as “Q1”.

- Q1. Provide a full reference (“Works Cited”) to the article. I want to read the article.
- Q2. Why did you *select* this article? What is its *visceral appeal* (gut passion) to you?
- Q3. Identify the central *technology* in the article.
- Q4. Identify the central *organization or industry* in the article. To be clear: an organization or industry is *smaller* than an industry or an entire society. In some

cases, an *organizational unit* within a larger organization is specifically identified in the article.

- Q5. Briefly summarize a *key strategic issue* in your article. Also, is the strategic issue chiefly at the *product*-level (“key goods or services”) or the *functional*-level (“crucial internal processes”)?
- Q6. Our thinking about technology is always “all-inclusive.” Which elements from your *prior* courses do you think are relevant to understanding this technology issue? Explain.
- Q7. Which specific element(s) (e.g., ideas, concepts, theories, models, frameworks, etc.) on technology *from the textbook* (i.e., Chapters 1, 2, or 3) do you think best *explains* or *predicts* an organizational outcome associated with this strategic issue?
- Q8. Draw a strong analogy from your current event article to one of the assigned Library articles from class.
- Q9. Which of the U. N. Sustainable Development Goals do you believe relates to this technology?

Length:

This essay is to be no less than two full pages in length and no more than four full pages in length. Other relevant formatting requirements (“style guide”) are linked from the course web page. Recall also that for all written assignments in this course, 10% is deducted from the content score for each type of error in language use.

Performance Measurement:

The maximum number of points for content on this exercise is 10 (engagement and commitment points).