

TENTATIVE, subject to change.

MANA 7340
Management of High-Technology Organizations
Winter Mini Session 2015-16
R. T. Keller

The course objectives are twofold: (1) To gain an understanding of the processes of technological innovation in high-technology organizations. (2) To obtain some conceptual skills, through case analysis, for the analysis and solution of problems in technology management.

Office hours are by appointment. The office is 310C Melcher Hall, and the telephone number is 713-743-4676. The mailing address is: Bauer College of Business, University of Houston, Houston, TX 77204-6021. E-mail is Keller@uh.edu.

Attendance is required for all scheduled classes.

The prerequisite for this course is graduate standing.

The course grade will be determined as follows: The take-home exam will be worth 50% of the course grade. Class contribution will be worth 50% toward the course grade. Class contribution will be based on the quality and quantity of online case discussions, postings, replies, etc., and the case team's slide presentation. The student is expected to read all assigned material and contribute to each of the online case discussions.

We are committed to providing reasonable accommodations for students with disabilities. A student needing such accommodations must make prior arrangements with the instructor for any exam or assignment so accommodations can be made. Also, a student with a disability should seek information on services and assistance from the Center for Students with Disabilities (telephone 713-743-5400).

We are proud of the high quality of our students and academic programs, and we recognize the importance of academic honesty in maintaining these standards. In the rare situation where there may be a breach of academic honesty, please bring this matter to our attention. We will take appropriate preventative action whenever possible. If you have any questions about the UH Academic Honesty Policy, please consult the Student Handbook, or the Dean of Students Office.

This syllabus is provided to students solely as a source of information and general guide to MANA 7340. No contractual agreement is expressed or implied. The instructor retains exclusive rights to unilaterally change, modify, add, or eliminate any policy, procedure, administrative detail, or provision contained in this syllabus without notice. The provisions of this syllabus apply to all students registered for this course. Any promises made to a student which conflict with the provisions of this syllabus are effective only if in writing and signed by the instructor of record for this course. Registration in this course represents a student's endorsement and acceptance of this syllabus.

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Course Schedule-Winter Mini Session 2015-16

Burgelman, R. A., Christensen, C. M., & Wheelwright, S. C. Strategic Management of Technology and Innovation (5th ed.). NY: McGraw-Hill Irwin, 2009. ISBN 978-0-07-338154-1

Wall Street Journal recommended during the session.

<u>Class</u>	<u>Topic & Assignment</u>
19 DEC 2015	Class 10:00 AM-1:00 PM: Attendance is mandatory and required for continuation in the course. Introduction, course objectives, lecture, case teams assigned.
22 DEC	Case presentation slides due 6 PM. (E-mail to: Keller@uh.edu.) Readings: I-1 & 3 II-6 to 15, 17 III-1 to 6, 10 to 15 IV-1, 3 & 6 V-1 & 2
23-27 DEC	Case III-1. NEC: A New R&D Site in Princeton. Case open for online discussion and reply period.
28-31 DEC	Case II-1. MySQL Open Source Data Base. Case open for online discussion and reply period.
1-5 JAN 2016	Case II-16. HP and Compaq Combined: In Search of Scale and Scope. Case open for online discussion and reply period.
6-9 JAN	Case I-2. Advent Corp. Case open for online discussion and reply period.
10-13 JAN	Case IV-2. Eli Lilly and Co.: Drug Development Strategy (A). Case open for online discussion and reply period.
16 JAN	TAKE-HOME EXAM DUE 6PM (E-mail to: Keller@uh.edu)