

MBA 606
Managing Research and Development Activities

[Semester/Year]

[Class location]

[Class Meeting time(s)]

Instructor: [Name] [Office, e-mail, phone]

Office Hours: [scheduled + by appointment? Virtual Office Hours?]

I. Rationale/Purpose

The Master of Business Administration (MBA) is an integrative, interdisciplinary degree designed to create independent, lifelong learners who are *Business-Ready* to assume leadership positions.

The AACSB accredits Colleges of Business, including Western Carolina University. This course addresses two of three AACSB standards associated with Master of Business Administration Programs. MBA graduates:

1. Will have the ability to apply knowledge in new and unfamiliar circumstances through conceptual understanding of managing research and development activities.
2. Have the capacity to adapt and innovate to solve problems, to cope with unforeseen events, and to manage in unpredictable environments.

The MBA program has developed an Assurance of Learning Program that facilitates ongoing quality enhancement. This course shares responsibility for the achievement of four programmatic goals. MBA graduates will:

1. Understand the role strategy plays in an organization and be able to apply organizational strategy to the research and development activities.
2. Have a solid foundation of knowledge of research and development terms and concepts.
3. Be able to analyze the contributions from research and development activities that are necessary to assemble an overall image of the potential for a business concept.
4. Be able to use analytical tools to improve the evaluation of alternatives and subsequent judgment.

II. Course Aims and Objectives:

- Aims: This course will be about innovation, technology, and analytical decision making.
- Specific Learning Objectives:

By the end of the course, students will:

1. Be able to create technology roadmaps, including scenario planning and project planning and execution.
2. Be able to use analytical tools to improve the evaluation of alternatives and subsequent judgment.
3. Be able to value intellectual property and develop appropriate structures.
4. Will be able to evaluate the impact of innovation cycles and disruptive technologies.

III. Course Materials

Sample Textbooks:

Applied Statistics in Business & Economics with Student

CD David P Doane, OAKLAND UNIVERSITY

Lori E. Seward, University of Colorado-

Denver Hardcover with CDROM ©2009,

ISBN-13 9780077214845

Business Dynamics: Systems Thinking and Modeling for a Complex World with CD-ROM

John Sterman, MIT---Sloan School of Management

Hardcover with CDROM ©2000,

ISBN-13 9780072389159

Strategic Management of Technology and Innovation, 5th Edition

Robert A. Burgelman, STANFORD UNIV
Clayton M. Christensen, HARVARD BUSINESS SCHOOL
Steven C Wheelwright, HARVARD BUSINESS SCHOOL
Hardcover, 1280 pages
©2009, ISBN-13 9780073381541
MHID 0073381543

Data, Models, and Decisions

- Dimitras Bertsimas
- **Publisher:** Dynamic Ideas (June 2004)
- **ISBN-10:** 097591460X

IV. Faculty Expectations of Students/Course Policies

- Statement on Accommodations for students with disabilities:

Western Carolina University is committed to providing equal educational opportunities for students with documented disabilities. Students who require disability services or reasonable accommodations must identify themselves as having a disability and provide current diagnostic documentation to Disability Services. All information is confidential. Please contact Disability Services for more information at (828) 227-2716 or 144 Killian Annex.

- Statement on Academic Integrity (including plagiarism):

Academic Honesty Policy

Western Carolina University, as a community of scholarship, is also a community of honor. Faculty, staff, administrators, and students work together to achieve the highest standards of honesty and integrity. Academic dishonesty is a serious offense at Western Carolina University because it threatens the quality of scholarship and defrauds those who depend on knowledge and integrity. Academic dishonesty includes:

a. **Cheating**—Intentionally using or attempting to use unauthorized materials, information, or study aids in any academic exercise.

b. **Fabrication**—Intentional falsification of information or citation in an academic exercise.

c. **Plagiarism**—Intentionally or knowingly representing the words or ideas of someone else as one's own in an academic exercise.

d. **Facilitation of Academic Dishonesty**—Intentionally or knowingly helping or attempting to help someone else to commit an act of academic dishonesty, such as knowingly allowing another to copy information during an examination or other academic exercise.

Instructors have the right to determine the appropriate sanction or sanctions for academic dishonesty within their courses up to and including a final grade of "F" in the course. Within 5 calendar days of the event the instructor will inform his/her department head, and the Associate Dean of the Graduate School when the student is a graduate student, in writing of the academic dishonesty charge and sanction.

Please refer to the graduate catalog for specific procedures.

- Attendance Policy

Students are expected to attend all classes. Group meetings and meetings with outside organizations may also be necessary. other programs

V. Grading Procedures:

| | <i>Percentage of Grade Or number of points</i> | <i>Student's score</i> |
|------------------------------------|--|------------------------|
| Mid-Term Examination | [20%] | |
| Applied Project | [20%] | |
| Group Activities | [20%] | |
| Participation/Daily Quizzes | [20%] | |
| Final Examination | [20%] | |
| | 100% | |

Letter grades will be assigned according to the following:

Grading System

| | | | | | |
|---|------------|---|----|----------------|---|
| A | Superior | 4 | W | Withdrawal | - |
| B | Good | 3 | AU | Audit | - |
| C | Passing | 2 | IP | Grade Pending | - |
| F | Failure | 0 | S | Satisfactory | 0 |
| I | Incomplete | - | U | Unsatisfactory | 0 |

VIII. Tentative Course Schedule