Information

1. **Name Sign.** If you want me to learn your name for reference letters and miscellaneous networking purposes, print a sheet of paper with your name on it and place it in front of you during class sessions.

2. **We’re online at UNM Learn (learn.unm.edu).**

3. **Reasonable accommodation** will be given to any individual with a legitimate disability. Please contact the instructor privately for arrangements. If you are a qualified person with disabilities who might need appropriate academic adjustments, please communicate with me as soon as possible so that we may make appropriate arrangements to meet your needs in a timely manner. Frequently, we will need to coordinate accommodating activities with other offices on campus. Course materials can be made available in alternative formats.

4. **Academic Integrity** Anderson School of Management faculty, staff and students commit to values of trust, honesty, integrity, and accountability. We will not tolerate academic dishonesty. By enrolling in any course at Anderson, the student accepts the Anderson Academic Honesty Code and affirms the following pledge: *I will not lie, cheat, fabricate, plagiarize or use any other dishonest means to gain unfair academic advantage.* Any violation of the code of conduct will be taken very seriously and appropriate sanctions will be applied. FOR FULL TEXT OF ANDERSON’S ACADEMIC HONESTY CODE, please visit [http://www.mgt.unm.edu/honesty](http://www.mgt.unm.edu/honesty)

5. **Attendance.** “Students are expected to attend all meetings of the classes in which they are enrolled. A student with excessive absences may be dropped from a course by the instructor with a grade of WP or WF or the student may receive a grade of F at the end of the semester. Absences due to illness, or to authorized University activity such as field trips, athletic trips, etc., are to be reported by the student to his/her instructor(s) and to the Dean of Students Office.”

REQUIRED COURSE MATERIALS FOR PURCHASE ONLINE

1. **CountryManager** by Interpretive Simulations. Look for the email. Costs $39.95.


3. **Wall Street Journal.** Student subscriptions for the summer semester are at [WSJ.com/studentoffer](http://WSJ.com/studentoffer). Be sure you use my name as your instructor, if prompted.
RECOMMENDED AUDIO AND VISUAL
The Economist Podcasts (free, on iTunes or at http://www.economist.com/multimedia )

OPTIONAL ARTICLES
_Students may download the cited articles from UNM Research Databases._
We do not put articles on WebCT because that would be a violation of copyright law. It will take you only a few minutes to locate and download all of the articles we cite. Here are two ways to access articles.
1. a. Point your browser to this link:
   http://elibrary.unm.edu/articles/resource.php?qid=60
   b. Then select Business Source Complete. If you are off campus, you will then be prompted to log in.
   c. That brings you to a search screen. From there you can search by article title, by author, by keyword, or whatever else you want. Note that I included the article citations in the Syllabus. The Powerpoints also show the citation information.
2. OR:
   a. Point your browser to the UNM online catalog at http://libros.unm.edu.
   b. From there select Journal Title, type in the title of the journal, and click Submit.
   c. On the next page, click on links that include "...[electronic resource] UNM Online..." That will take you to the journal webpage, where you can navigate to the desired volume and issue.
   Some students like to find articles using Google Scholar (http://scholar.google.com). If you are off campus, Google Scholar will let you see the abstracts but not the articles. You will then need to use one of the above methods to retrieve the article.

NATURE OF THIS PORTION OF THE COURSE
In this course we cover subjects that you will not cover elsewhere and that are relevant to contemporary business no matter what your concentration.

   CountryManager provides you with experience in taking a technology (here, toothpaste) into emerging markets. In addition, your assignment is to compete on innovation (rather than on price). Back Bay Battery provides you with the experience of allocating R&D funds to stay competitive. That’s the main strategic task of a CEO of a high-tech firm.

   The cases are rich, multifaceted, and interesting. The quizzes on the cases will be graded on effort, not on correctness. My intention is to get you to read and think. You can come to the lectures to find out the proper solutions.

Performance Measures and Grading
Your grade will be determined as follows:
CountryManager simulation – 40 points
Back Bay Battery simulation – 18 points
7 quizzes -- 42 points [6 points each]
More details on these assignments, including grading rubrics, will be provided separately.

GRADING SCALE
95-100%………………..A
90-94%………………...A-
88-89%………………..B+
85-87%………………..B
80-84%………………..B-
78-79%………………..C+
75-77%..................C
70-74%..................C-
68-69%..................D+
65-67%..................D
60-64%..................D-
< 59%..................F

**How to Succeed in This Class**
The focusing questions will help you prepare for the discussions. Participating in the classroom case discussions will help you determine whether you sufficiently understand the cases. The simulations will help you practice your new understanding and make this knowledge your own. If you put these off to the last minute, you will not enjoy their benefit. “Homework and study” means sitting in a quiet place without distractions (such as a library carrel) so you can concentrate. It does not mean setting up in a café, opening up your laptop to Facebook, receiving and sending text messages on your phone, looking up whenever someone new walks in the door, etc.
MGT 511 – Technology Commercialization Portion - COURSE AGENDA


Optional articles:

For next time: Read Mobile banking for the unbanked (in coursepack). Look for these themes: the importance of working with regulators; the power of collaborating; and the importance of designing a solution that is “just good enough.” Form your teams. Take quiz #1 on UNM Learn before next class.

SESSION TWO (Tuesday, July 1, 2014) Technology commercialization in emerging markets: institutional voids, part 1.

Case: Mobile banking for the unbanked (in coursepack).

Optional articles:

Optional videos: search YouTube for “M-PESA”

For next time: Read Sarvajal (in coursepack). Look for these themes: you cannot predict what will happen when your strategy meets people. Form your teams. Take quiz #2 on UNM Learn before next class.


Case: Sarvajal (in coursepack).

Optional articles:

Optional videos: search YouTube for “Sarvajal”


SESSION FOUR (Thursday, July 3, 2014) Technology commercialization in emerging markets: stem cell tourism


Optional articles:

Optional video: TBD

For next time: Read Emotiv Systems (in coursepack). Take quiz #4 on UNM Learn before next class.

SESSION FIVE (Monday, July 7, 2014) Innovation management in technology commercialization, part 1: path dependence


Optional articles:

Optional video: Tan Le gave a good TED talk.
For next time: Read elBulli: the taste of innovation (in coursepack). Take quiz #5 on UNM Learn before next class.

SESSION SIX (Tuesday, July 8, 2014) Innovation management in technology commercialization, part 2: conceptual innovators

Case: elBulli: the taste of innovation (in coursepack).

Optional articles:


Optional videos: search YouTube for NOMA, Faviken, D.O.M. restaurant

For next time: Read Wii encore? (in coursepack). Take quiz #6 on UNM Learn before next class.

SESSION SEVEN (Wednesday, July 9, 2014) Strategic management in technology commercialization: competing on innovation

Case: Wii encore? and Nintendo Supplement (both in coursepack).

Optional articles:


http://online.wsj.com/news/articles/SB10001424052702303417104579546104176570972

Optional videos: TBD

For next time: Read Ganging up on Cancer (A) and (B) (in coursepack). Take quiz #7 on UNM Learn before next class.

SESSION EIGHT (Thursday, July 10, 2014) Organizing for innovation in technology commercialization

CountryManager simulation ends today at start of class.

Case: Ganging up on Cancer (A) and (B) (in coursepack).
Optional articles:

Optional video: Dana-Farber Cancer Institute’s YouTube channel
<http://www.youtube.com/channel/UCmo02peDKZvgpJj3TT2Jt_A>
I suggest that you keep a study time sheet. If you want to discuss your grade with me, the first thing I will ask to see is your study time sheet. The study time sheet is an excellent self-management tool, and will usually explain why you are dissatisfied with your academic performance.