

Course Philosophy:

My philosophy of education is one of active engagement on the part of the student and the professor. It is my responsibility to bring interesting and useful content into the classroom. It is the student's responsibility to bring enthusiasm for the course material, which includes preparation and participation. In short, the course is designed to be interactive, involving a dialogue between instructor and students, as well as among students.

Course Organization:

This course can be characterized by a mixed learning approach, including in-class lecture/discussion and case or experiential work, and out-of-class individual and team work. The required readings serve as key instructional materials. However, the class will also include lecture, group work, videos, case studies, guest speakers, and examinations.

Requirements:**Class Participation, experiential learning and attendance.**

An essential element in a learning environment is active participation. In this class, your role will be an active participant and the degree of learning depends to a large extent upon your involvement and contributions. Please plan to attend every class and be prepared to participate in class discussions. Active participation by each and all is essential—not only for your own learning, but also for others who depend on your participation and interaction with the class.

Attendance will be taken every class period. Therefore, it's important to not ONLY be in class, but also to be ON TIME and INVOLVED. It is my intent to provide students with grades each class that reflect student behavior on the following three dimensions: attendance, timeliness, preparedness.

In order not to disturb the lecture and activities, students should always arrive on time and avoid leaving class early. Arriving late to the class or leaving early 3 times will account for one unexcused absence.

If you must be absent from an exam (illness, conflict, etc.), you must let me know before the exam starts. No exam absence will be excused – and no make-up given – after an exam starts.

Late assignments will not be accepted. Make-up exams/quizzes are not given. Hand written assignments are not acceptable.

Please turn your cell phones to silent during class. Please refrain from text messaging during class.

Laptop Use:

Students are welcome to bring and utilize laptop computers to support their learning. However, to avoid distracting other students, there will be zero tolerance for non-class related laptop use (e.g., emails, social networking, web-surfing, photo viewing, etc). Students who are using laptops for purposes unrelated to class topics will be asked to leave the class and will be given a zero in participation for that class period.

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>

ADA Statement:

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.

Semester Design:

Exams- will cover material from the readings and lectures and/or other means. The exam will encourage students to integrate concepts from class material with their experiences and practical application.

Business Brief Presentation and Paper: For the business brief you need to bring a recent article on a business-related issue that you think is interesting and applies to a topic of the class. You'll introduce this article to the class and talk a little (about 10 min.) about why you think it is important or why it is an important element of change for businesses. Relate the article specifically to the concepts studied in class.

You will be required to turn in a copy of the article and a brief written summary (3 -5 pages) that describes why you chose this article to share with the class. You should discuss the issues (pro and con) and come to a position that you advocate with respect to the issue. An issue brief is a concise description and analysis of some current business-related issue that affects business. The completed issue brief, with some exceptions, may contain the following sections:

- ◇ Issue summary: A brief description of the issue being examined, including its major dimensions.
- ◇ Background analysis: Discuss the issue's current context, why and how it has become a business issue, and the major implications for business organizations that are affected by the issue.
- ◇ Analysis of the intended and unintended consequences of implementing the proposed change or program--who would benefit and who would be harmed by implementation?
- ◇ Relate the proposed change or program to the concepts studied in this course.

Conclude with your personal position on the issues raised or change proposed.

Business Briefs are due by April 13th.

Weekly Reading Assessments:

You will be required to give a one-page typed synopsis/review related to the reading assignments and materials presented/covered in class from your point of view and experience for the upcoming week. This will serve the purpose of integrating course concepts with realistic conditions found in the business world. The weekly assignments will be collected at the beginning of every class.

Note: Additional coursework may be assigned in lieu of weekly reading assessments.

References:

APA style is required for **all** assignments including the group project when references are used. Also, under no circumstances will Wikipedia be considered an acceptable reference.

Evaluation:

Final grades will be computed on the following basis:

Exam I – 25%

Exam II – 25%

Final Exam – 25% *** Lowest Exam score will be dropped***

Weekly Reading Assessments / Business Brief – 25%

Class Participation / Attendance – 25%

Course Schedule:

The course schedule will be followed as closely as possible. However, the instructor, in consultation with the students, may alter the schedule during the semester if further attention is desired for any particular topic. Students are expected to read any assigned materials prior to coming to class.

Week	Topic	Required Reading and Assignments
January 12, 14	Introductions, Overview, Objectives, Student Expectations & Class Contract	
January 19, 21	MLK Holiday Leading Change and Innovation	Leading Change: Why Transformation Efforts Fail
January 26, 28	Intricacies of Change	The Innovation Catalyst Dealing with Change Assessment Adapt
February 2, 4	Setting Yourself up for Success	Change Through Persuasion Stop the Innovation Wars Encouraging Innovation
February 9, 11	Business of Innovation	The Art of Innovation
February 16, 18	Exam I	
February 23, 25	Swoosh! Inside Nike	Nike Sustainable Business Performance
March 2, 4	Mapping for Opportunities and Influence	Radical Change, the Quiet Way The Customer-Centered Innovation Map Creative Style Profile Rules for Strategic Innovators
March 9, 11	Spring Break	
March 16, 18	Risk and Breakthrough	Tipping Point Leadership The Innovation Value Chain
March 23, 25	Pitfalls	The Real Reason People Won't Change Innovation: The Classic Traps
March 30, April 1	Exam II	A Survival Guide for Leaders Is It Real? Can We Win? Is It Worth Doing?
April 6, 8	The Color Code	Cracking the Code of Change Discovery-Driven Planning The Color Code
April 13, 15	Business Brief Presentations	Business Brief Paper and Presentations Due
April 20, 22	What do you Need?	The Hard Side of Change Management The Discipline of Innovation

April 27, 29	Class Activities	UNM Learn Article
May 4, 6	Putting it all Together	

◇ [HBR's 10 Must Reads on Change Management](#)
ISBN: 978-1422158005
Author: Harvard Business Review
Publisher: Harvard Business Review

◇ [HBR's 10 Must Reads on Innovation](#)
ISBN: 978-1422189856
Author: Harvard Business Review
Publisher: Harvard Business Review

◇ [Assessments](#)

◇ [UNM Learn Article](#)