

PROF. STUART WELLS MBA PROGRAM SAN JOSE STATE UNIVERSITY

BUSINESS 297D

TEC Thinking

Spring, 2010

Contact

My e-mail address is: sjsu2006@earthlink.net. Any e-mail sent to me should have your full name displayed as well as having Bus 297D in the subject line. I delete e-mails that I do not recognize before I download them from the server.

Open the file labeled “Student Comments from an Elective Course” if you want more information on the experience of students in a previous course I taught.

Course Overview

New technologies have wide-ranging effects on society as well as benefits to customers. This class develops leadership ability through TEC Thinking, an approach to integrate three modes of thought – techno-strategic (combination of technological and industry perspectives), ethical (assessment of the range of non-transactional consequences), and creative (design of decisions to accommodate issues raised in the other two modes). We need to shift paradigms from the mechanistic, separated worldview that confines reason to one that sees systems and interdependencies, allowing the full use of our capacity for reason.

Course Objective

To become more adept at leadership thinking combining technological innovation, strategic positioning, ethics, systems comprehension, and creativity.

Course Schedule

March 20, 9:00-6:00 – Techno-strategic thinking and management

March 21, 9:00-6:00 – Ethical thinking and considerations for technological innovations

April 10, 9:00-6:00 – Creative decision design

April 11, 9:00-6:00 – Project Presentations

Course Grade

The quality of your preparation for the first weekend (10% of final grade for each book), the quality of the team presentation on the second weekend and the submitted team project. (80% of final grade).

Course Design

Each weekend will have a specific design related to the course content. Preparation will always be necessary prior to a weekend. The first weekend will have reading and preparation to discuss your reading in class. The second weekend will have group project presentations. For the first weekend you must select a reading for each topic and contact me prior to reading the book. I want to have a wide range of readings for each class and **it will be necessary to get my approval for your choice prior to reading material.**

You will need to write 6 pages summarizing the main points of each book (articles may also be acceptable). In writing a summary be clear when using direct quotations from the book and when you are writing and capturing a series of ideas. Do not evaluate the book or analyze the content. In writing a book summary you are in an editorial position where you are making choices on what is important to know about the book and excluding what you deem as less important. Avoid adding to this intervention in the author's work by writing your opinions; convey the author's ideas to the rest of the class.

You must e-mail both 6 page papers to me no later than February 26 in the following format only MS Word, Times New Roman, 12 point font, double spaced, with 1" margins. This will give me time to assemble all of the papers and distribute them to the rest of the class in time to read it prior to the first weekend. You must make book choices early, as I will have everyone reading different books and your first or second choice may be gone. I will not be making any other suggestions for books.

The first weekend will focus upon techno-strategic thinking and ethics. Books can include the following topics: strategy in technology firms, innovation processes, the role of technology in society, and case studies of organizations developing technology.

Possible books for the techno-strategic topic include (search Amazon, another book site, or SJSU Library Journals under topics such as technology and society, technological change, innovation): Robert E. McGinn, *Science, Technology, and Society*, Prentice-Hall, 1991.
Clayton Christensen, *The Innovator's Dilemma or The Innovator's Solution or Seeing What's Next*
Vijay Govindarajan, *Ten Rules for Strategic Innovators*
Geoffrey Moore, *Dealing With Darwin*

The second day will focus upon ethical thinking. Books can include the following topics: theories of ethics, case studies of organizations working with ethics as an integral part of formulating their business direction, case studies of organizations bringing products to underserved markets. In this section of the course any book on innovation must incorporate some notion of ethics.

Possible books for this topic include (search Amazon, another book site, or SJSU Library Journals under topics such as ecological thinking, social responsibility of business, business and the environment, globalization and technology)
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Paul Hawken, *The Ecology of Commerce*
Fast Company, March 2007 and April 2007 Issues (Other issues may be relevant).
Charles Handy, *The Age of Paradox or The Age of Unreason*
C.K. Prahalad, *The Fortune at the Bottom of the Pyramid*

The second weekend will consist of presentations by groups on projects applying the topics from the first weekend to specific technology industries. The intent will be to depict the unfolding of the technology into viable markets and businesses and to articulate and examine the relevant

ethical issues. We will work during the first day of this weekend on how to use a creative approach to suggest directions for business development that accommodate technological change, strategic necessities, and ethical concerns. A written report capturing the presentation to the class and further work incorporating creativity will be submitted by April 30. Further details of the project and presentation, formation of teams, and selection of industries will occur during the first weekend.

Academic Integrity

Plagiarism is a major problem in universities throughout the country. We use websites such as turnitin.com to ensure that papers are original work for a specific class. Be aware of the policies of SJSU in regard to plagiarism. The penalties can be severe, e.g., significantly reduced grade or failure in the class. Your book summaries are aimed at capturing the author's perspective and will not have original work on your part. Nevertheless you should use specific page references in relying on the author's work and clear quotations when you use them. The project papers need to be your original work. Original work means you apply thinking to analyze and synthesize research material from other sources and add your own perspective. All sources need clear references.