



TMGT 350 01W Principles of Technology Management

Four (4) semester credit hours
COURSE SYLLABUS: Spring 2022

INSTRUCTOR INFORMATION

Instructor: Dr. Maribeth McAnally
Office Location: Virtual
Office Hours: Zoom conference visits are available by appointment
University E-mail Address Link: Maribeth.McAnally@tamuc.edu
Preferred Form of Communication: Email
Communication Response Time: 24 hours

COURSE INFORMATION

Textbook(s) Required:



The Management of Technology & Innovation: A Strategic Approach

Margaret White and Garry Bruton, Third Edition

Link to Publisher Website is [Cengage ISBN: 978-1-3055-7686-5](https://www.cengage.com/books/9781305576865)

No instructor preference for Hardcopy or E-Text or Rent

Software Required: Microsoft Word, Excel, Access, and PowerPoint

Hardware Required: See [Technology Requirements](#)

D2L Course Requirements - Minimal Technical Skills Needed

The student is required to have a basic knowledge of and operational proficiency with the MyLeo Online (referred to elsewhere as D2L Brightspace) learning management system as well as the software required for this course (see "[Technology Requirements](#)").

Reference Sources:

- www.inderscience.com (click on Science, Engineering & Technology)
- www.sciencedirect.com/science/journal/09234748
- www.atmae.org
- www.plagiarism.org
- www.tamu-commerce.edu/studentlife/guidebook.pdf
- [TAMU-C Library databases](#)
- [TAMU-C Library Engineering and Technology Databases](#)

- APA Sample Papers:
https://owl.purdue.edu/owl/research_and_citation/apa_style/apa_formatting_and_style_guide/apa_sample_paper.html
- APA Paper Guidelines:
https://owl.purdue.edu/owl/research_and_citation/apa_style/apa_style_introduction.html
- TED Talks on technology managers, innovation, creativity, social responsibility: <https://www.ted.com/>
 - ✓ The unexpected habits of original thinkers by Adam Grant:
https://www.ted.com/talks/adam_grant_the_surprising_habits_of_original_thinkers?utm_campaign=tedsread&utm_medium=referral&utm_source=tedcomshare
 - ✓ Four Lessons in Creativity by Julie Burstein:
https://youtu.be/sYOPf_pfqCIOI
 - ✓ Index of TedTalks on Innovation:
https://www.ted.com/playlists/672/8_ways_to_fuel_innovation
- Publication Manual of the American Psychological Association (APA) 6th Edition
ISBN: 10:1-4338-0561-8 2010 ([See Purdue APA guides](#))

To help you get started, please review the “Begin Here” page posted to your online course

COURSE DESCRIPTION

Study of leadership and management methodologies necessary to be successful and effective in contemporary technology intensive organizations. Course emphasis will be on contemporary organizational structure, societal impacts, decision making, innovation, management strategies, and management of organizational knowledge. Students will be expected to conduct extensive readings, research, and writings conducive with a junior-level undergraduate course in technology management. Prerequisite: TMGT 303.

COURSE LEARNING OUTCOMES

Course Learning Outcomes define what you should know and be able to do as a result of your participation in this course of study. After completing this course, students will be able to

Course Learning Outcome #1: Identify and choose strategies that technology managers and entrepreneurs use for planning, implementation, and evaluation of products and processes that increase creativity and foster innovation within an organization.

Outcome 1.1: Complete four tests over course content

Outcome 1.2: Assuming a team environment, post answers to discussion posts that demonstrate an understanding of technology management, creativity, and/or innovation guidelines using images, videos, text, and citing research articles.

Course Learning Outcome #2: Demonstrate problem solving and critical thinking abilities to improve effective decision making.

Outcome 2.1: Write a comprehensive, research paper that outlines a management, technology, and innovation problem for an individual organization and outline several detailed solutions to the problem.

Outcome 2.2: Decide an ethical dilemma using the social responsibilities guidelines.

Course Learning Outcome #3: Demonstrate the ability to perform high-quality search skills using TAMU-C library databases and websites for engineering and management professional organizations.

Outcome 3.1 Complete an assigned research project on current technology management topics.

Outcome 3.2: Correctly paraphrase research articles free of plagiarism

Outcome 3.3: Demonstrate effective writing skills

Outcome 3.4: Apply APA formatting to a research project

Course Learning Outcome #4: Explain the phases of strategic management as it pertains to technology and innovation.

Outcome 4.1: Post to a discussion board an original graphic/visual that demonstrates one of the phases of the strategic management problem-solving process; gathering data, planning, implementation, and control for a real-world problem.

GRADING REQUIREMENTS

Grading Scale

Final grades in this course will be based on the following grading scale:

Point Scale	Final Letter Grade
340-306	A
305-272	B
271-238	C
237-204	D
203 or less	F

Assessments

Assignments	Details	Maximum Points	340 Points Maximum
Begin Here Unit	Introduction discussion board Academic Integrity Statement	10	
Textbook Part Tests	4 tests Each test is a maximum of 25 points	100	
Discussion Board Posts	4 discussion boards Each post is a maximum of 20 points Grading Rubric is provided	80	
Research Project Step 1	Grading Rubrics are provided	25	
Research Project Step 2	Grading Rubrics are provided	50	
Research Project Step 3	Grading Rubrics are provided	100	

EXPLANATION of COURSE REQUIREMENTS

Weekly: Each week you are required to:

- Textbook: outline, read, and take effective notes over the chapter assignment for the week.
- Assignments: Discussion board postings, tests, and projects with **non-negotiable** due dates are required to be completed.
- Instructor's Notes: Read your instructor's chapter notes and/or videos posted to your online course.
- D2L Course: Check for course announcement, emails, assignment feedback.

Parts: This course is divided into **four** parts as organized by the course textbook. Each part contains 2 to 3 chapters. For each part you are required to complete:

- Tests: Review your chapter notes and instructor notes in preparation for a Part (Major) test. Each online test will contain 25 multiple-choice questions selected from a randomized test bank of 40 questions. There is a 25 minute time limit to complete the test and only allowed to take the test 1 time. A reliable internet connection is a technology requirement for this online course. Make-up tests are **not** permitted. If a test is missed due to unforeseen circumstances, a final, comprehensive test is offered during the last week of the course as a replacement for only 1 missed test.
- Discussion Board Posts: Online course discussion boards is an opportunity for communication between students and instructors. To facilitate student engagement, discussion board postings are a required part of this course and very helpful in explaining textbook concepts and assignment instructions. Each discussion board has grading rubrics and detailed instructions that are published in your course well in advance of the due date. Some postings require students to post videos and/or work on a team.
- Research Projects: There are 3 research projects. Each project is due after a Part test except for Part 1. Each research project has a separate grading rubric and detailed instructions published in your course well in advance of the due date.

COURSE ACTIVITIES FOR TMGT 350 SPRING 2022

Assessment Due Dates

- All **Projects** and **Discussion Postings due** by 11:59pm on **Sunday**
- All **Tests** Open from 12:00am Saturday to 11:59pm **Sunday**

Course Parts and Assessments

BEGIN HERE:

Discussion Board:	Introduction
Video:	Course Syllabus
Discussion Board:	Syllabus
Test:	Syllabus
Submit:	Academic Integrity Statement

PART 1 LAYING THE FOUNDATION Chapters 1 & 2

Getting Started in Course & Management Theory Background
Chapter 1: Creation and Management of Innovation and Technology
Chapter 2: Strategy Process and the Management of Technology and Innovation
Discussion Board: Part
Test: Part 1

PART 2 INNOVATION: INTERNAL STRATEGY Chapters 3, 4, & 5 Sept 20-Oct 17

Chapter 3: Innovation: Planning
Chapter 4: Internal Innovation: Implementation
Chapter 5: Innovation: Evaluation and Control
Discussion Board: Part 2
Test: Part 2
Submit: Project 1

PART 3 OBTAINING TECHNOLOGY: EXTERNAL STRATEGY Chapters 6, 7, & 8 Oct 18-Nov 21

Chapter 6: Obtaining Technology: Planning
Chapter 7: Obtaining Technology: Implementation
Chapter 8: Obtaining Technology: Evaluation and Control
Discussion Board: Part 3
Test: Part 3
Submit: Project 2

PART 4 BUILDING STRATEGIC MTI SUCCESS Chapters 9 and 10 Nov 22-Dec 17

Chapter 9: Entrepreneurship
Chapter 10: Social Responsibilities and Ethics
Discussion Board: Part 4
Test: Part 4
Submit: Project 3

For your convenience, a copy of this schedule of activities along with due dates is published in a separate document in your online course.

STUDENT RESPONSIBILITIES

Time and Effort Commitment. Students are expected to develop reading, research, and writing skills to a junior-senior university level. The course requirements will require students to dedicate and pursue a desire to advance their education. Additionally, as a four-hour online class, time management skills will be put to the test as you try to balance other courses, career, family, leisure time, and other obligations along with your responsibilities to this course. Do not fall behind in this class. ***Being busy is not an excuse for turning in assignments late!*** Poor internet connection is not an excuse for turning in assignments late! Expect to spend at least 10 hours a week on course work.

The educational philosophy of this course. The student is the center of the learning process; therefore, you are expected to assume the responsibility for your learning—to the degree that learning is achieved. Much of the learning achieved in this class will come as a result of student discussions and team projects. In this environment, the instructor will serve largely as a guide and facilitator for the student learning experience. Students are expected to approach learning with purpose, commitment, dedication, seriousness, and an attitude of discovery. Accordingly, students must be self-driven by reading carefully all materials provided by the instructor, completing all course assignments in accordance with the instructions and specifications provided by the instructor, complying with assignment deadlines, and working within the assignment/course evaluation criteria.

Stay Active and Engaged. As the student you are to be an active learner, fully engaged in all facets of the course and its content. You will be expected to proof and assess the quality of your work ***before*** it has been presented to your instructor. It is critical to your success for you to comply with the writing and formatting guides associated with this course of study and for you to have a high level of understanding of these documents. Before you turn any work into the instructor, it is your responsibility to compare your written material with the requirements/specifications of the writing and formatting guides provided for this course of study and to ensure to the instructor that you have fully complied with all requirements of the assignments.

Coursework in this class. The coursework in this particular course may be different from other classes you may have taken in the past. First, it is a four-hour class. As a four-hour credit course, it is expected that you will spend more time completing the assignments than you may have in other three-hour classes. Second, textbook reading is expected. Course concepts are defined and related to real-world examples. Textbook concepts explain the concepts tested within the course tests and related to research projects. Third, this course requires advanced research skills and writing skills to complete research projects. The includes several writing and oral assignments that are intended to present real world situations and environments.

This course will require a great amount of reading, use advanced, extensive research skills, and write at a level appropriate for a junior-level student. When enrolling in this course, it is assumed that each student reads and writes at higher-level.

- You will be expected to read and comprehend the course syllabus, e-mails, and announcements.
- You will be expected to manage your time effectively and efficiently throughout the semester.

- ***You will be expected to meet all deadlines and due dates. This policy is strictly be enforced.***
- You will be expected to participate fully in the course by checking announcements and e-mails and responding to e-mails when requested. Make this a daily habit!
- You will be expected to employ a formal business writing style and format in all of your written correspondence (including e-mails).
- You will be expected to practice civility in your verbal interactions with the instructor, staff, and other students.
- You will be expected to devote at least ten (10) clock hours to course work each week of the semester.
- E-mail will be our primary means of communication. Consequently, you will be expected to log into D2L Brightspace daily to check for correspondence from your instructor and course announcements.

TIPS FOR SUCCESS IN THE COURSE

This course of study uses online learning and collaboration tools; therefore, I am providing you the following tips for success:

Do Not Presume. Many students assume that online courses require less work and time and are generally “easier” than in traditional face-to-face university courses. In reality, online courses are designed to be just as rigorous, detailed, and demanding as their face-to-face course counterparts. Be prepared to devote a minimum of ten (10) clock hours a week for this course including required online assignments.

Study and Pay Attention to the Course Student Learning Outcomes. Every course has established learning outcomes that are expected of the student. These are crafted carefully and serve as the foundation on which a well-designed course is built. Every aspect of the academic course (including readings, research, assignments, and projects) flow from the course student learning outcomes. Understanding these will provide a better understanding of what is expected of you, the student, in all aspects of the course.

Communication in the Course. The majority, if not all of the communication in an online course will be by written word; therefore, be prepared talk by typing. There will be discussion boards, written and oral assignments/projects, etc. E-mail will be the common mode of communication in this type of course. This is different than the typical face-to-face course where verbal communication is prevalent. Be prepared to read and write a “great amount.”

Zoom Meetings. Web conferences are scheduled during this course. These meetings are not required but students are encouraged to participate. Two different time periods are scheduled for each topic. If an individual web conference is needed, please contact your instructor.

Participation in an Online Class. You will be required to participate in the discussion boards (see below). Always respond to discussion board questions with substantive, well-researched remarks. An example of a bad posting would be a very short, nonvalue added response such as, “I agree with the previous post.” An acceptable response would be multi-sentenced, thoroughly researched and documented, and the posting should generate additional thoughts that relate directly to the lesson’s subject matter. Use this opportunity to interact and to have a meaningful conversation with your classmates.

Be Proactive and Take Responsibility for Your Grade. If you have course-related questions or do not understand an assignment, it is your responsibility to contact your instructor (presumably through university e-mail). Do not wait until your grade is in jeopardy to act. Your instructor is there to guide you through the course. However, your questions should be serious, well-written, positive, and to the point.

Establish a Regular Schedule. It is a good habit to work on your course every day. Your course requires you to spend at least ten (10) hours per week reading, researching, and/or writing. It is not wise or effective to wait until the assignment or project is due to begin—your grade will suffer. Time management, planning ahead, and organization are the keys to success in any academic course.

The assignments for this course of study are provided in this class syllabus. You are responsible for turning in your assignments on-time. In the real world, your boss would not be sending you reminders to get your work done on time and I will not be either! If you have questions about any of the assignments, it is your responsibility to bring those questions to me in a timely manner. Special allowances will not be made for mismanagement of time!

In the business world, ***attention to detail*** is critical. In this day of texting shortcuts and slang, you may not have placed a great deal of importance on spelling, grammar, or arithmetic calculation accuracy. But you can bet your boss will! These are the details that indicate a dedication to high professional standards and will separate you from others who lack these disciplines. Consequently, grading rubrics for written assignments contains three specific attributes: subject completeness, factoid accuracy, and proper paper formatting/language.

No extra credit, additional work to improve a grade, or the re-doing of an assignment, project or examination will be permitted in this course.

All work in this course is to be completed individually, without collaboration with others.

Each student in this course of study agrees to accept and abide by the Academic Honesty Policy. This document is due the first week of the course in the appropriate online assignment.

All work in this course is to be completed individually, without collaboration with others. Refer to the section in this course syllabus on plagiarism. Each student in this course of study agrees to accept and abide by the Academic Honesty Policy (see “Academic Integrity”).

INSTRUCTIONS FOR COMPLETING PRE-ASSIGNMENT:

Acceptance of Academic Honesty Policy

DUE: Sunday, September 5, 2021, by 11:59pm

Download Undergraduate Academic Dishonesty policy at the website ([Dishonesty 13.99.99.R0.03](#)), attach your name to the document, and submit to the D2L assignment.

Submitting this completed document confirms your understanding and acceptance of this policy.

TECHNOLOGY REQUIREMENTS

All course sections offered by Texas A&M University-Commerce have a corresponding course shell in the myLeo Online Learning Management System (LMS). Below are technical requirements listed on the website links:

LMS Requirements:

<https://community.brightspace.com/s/article/Brightspace-Platform-Requirements>

LMS Browser Support:

https://documentation.brightspace.com/EN/brightspace/requirements/all/browser_support.htm

ACCESS AND NAVIGATION

You will need your campus-wide ID (CWID) and password to log into the course. If you do not know your CWID or have forgotten your password, contact the Center for IT Excellence (CITE) at the following phone number 903.468.6000 or email helpdesk@tamuc.edu.

Note: Personal computer and internet connection problems **do not excuse** the requirement to complete all course work in a timely and satisfactory manner. Each student needs to have a backup method to deal with these inevitable problems. These methods might include the availability of a backup PC at home or work, the temporary use of a computer at a friend's home, the local library, office service companies, Starbucks, a TAMUC campus open computer lab, etc.

COMMUNICATION AND SUPPORT

D2L Brightspace Support

Student Support: If you have any questions or are having difficulties with the course material, please contact your instructor.

Technical Support: If you are having technical difficulty with any part of D2L Brightspace, please contact D2L Brightspace Technical Support phone number at 1-877-325-7778.

System Maintenance

Please note that on the 4th Sunday of each month there will be System Maintenance which means the system will not be available 12 pm-6 am CST.

ASSISTANCE THROUGH THE WRITING CENTER

The Writing Center at Texas A&M University is committed to assisting student writers at all levels. The Writing Center is located on-campus in the Hall of Languages Building, Room 103. The hours of operation are Monday through Thursday from 9:00 a.m. until 4:00 p.m. and on Friday from 9:00 a.m. until 1:00 p.m. There is also an Online Writing Lab, accessed by sending an e-mail to: writing.tamuc@gmail.com

Interaction with Instructor Statement

- Correspondence with your instructor in this course will be done via e-mail.
- All e-mails to your instructor must be written clearly in a formal business format.
- E-mails must be written to reflect your professionalism: complete sentences, correctly spelled words, correct punctuation, grammar, etc. Do not yell at me in an email as I am a nice person and will try to help with any issue in a fair and consistent manner.
- All e-mails sent to your instructor MUST have the following in the e-mail
SUBJECT LINE: appropriate subject of E-mail
SIGNATURE LINE: your first and last name at the end of the email message
- Virtual Office Hours: Virtual office hours are noted are arranged on zoom. Email will be answered within 24 hours.

COURSE AND UNIVERSITY PROCEDURES/POLICIES

Course Specific Procedures/Policies

This class will operate according to the following policies to ensure fairness and equal treatment to all students:

- Work, vacation, travel, and sickness/accident/death outside your immediate family do NOT constitute approved excuse for failing to complete assignments and/or meeting course deadlines and due dates.
- If you find it necessary to miss a deadline/due date and you believe you have a valid reason that meets university guidelines and course policy, notify the instructor immediately in writing!
- Grading policies and requirements identified in this course syllabus are nonnegotiable and will be adhered to in this course of study with all students held to an identical and equal standard.
- If you do not agree with any requirement herein, believe any requirement to be “unfair” or “unreasonable,” or believe that less should be expected of you than your classmates in order to earn a comparable course grade, you should WITHDRAW IMMEDIATELY from this course and re-evaluate your dedication to the principle of academic integrity and success!
- Grades earned in this course will be based on a numerical value and the final course grade will be recorded/posted as a letter grade (see “Grading Scale”).
- Numerical scores that determine the final course grade will not be rounded-up.

NOTICE: If you are not willing to devote the time and effort necessary for the successful completion of this course or if you do not have the prerequisite knowledge/skills to successfully complete this course, you need to discuss this matter with your academic advisor immediately.

Civility is the rule at all times!

Syllabus Change Policy

This syllabus is a guide. Circumstances and events, such as student progress, may make it necessary for the instructor to modify the syllabus during the semester. Any changes made to the syllabus will be announced in advance.

University Specific Procedures

Student Conduct

All students enrolled at the University shall follow the tenets of common decency and acceptable behavior conducive to a positive learning environment. The Code of Student Conduct is described in detail in the following website link: [Student Guidebook](#).

<http://www.tamuc.edu/Admissions/oneStopShop/undergraduateAdmissions/studentGuidebook.aspx>

Students should also consult the Rules of Netiquette for more information regarding how to interact with students in an online forum: [Netiquette http://www.albion.com/netiquette/corerules.html](http://www.albion.com/netiquette/corerules.html)

TAMUC Attendance

For more information about the attendance policy please visit the [Attendance](#) webpage and [Procedure 13.99.99.R0.01](#).

<http://www.tamuc.edu/admissions/registrar/generalInformation/attendance.aspx>

<http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/13students/academic/13.99.99.R0.01.pdf>

Academic Integrity

Students at Texas A&M University-Commerce are expected to maintain high standards of integrity and honesty in all of their scholastic work. For more details and the definition of academic dishonesty see the following procedures website link:

[Undergraduate Academic Dishonesty 13.99.99.R0.03](#)

Plagiarism

United States law recognizes that words and ideas have value and can be stolen. The expression of original ideas is considered intellectual property and is protected by copyright laws. Almost all forms of expression fall under copyright protection as long as they are recorded in some way (such as a book, article, musical composition, or computer file).

All of the following are considered examples of plagiarism:

- Turning in someone else's work as your own.
- Copying words and/or ideas from someone else without giving proper credit (references).
- Failing to put a quotation in quotation marks.
- Providing incorrect information about the source of a quotation or information source.
- Changing words, but copying the sentence structure of a source without giving proper credit.
- Copying so many words or ideas from a source that it makes up the majority of the work you have written, whether you give credit or not.

Be aware that your instructor will be actively looking for all occurrences of plagiarism and, when caught, the results may be devastating to your academic career (see “Academic Integrity”). To avoid plagiarism, a student must give credit whenever they:

- use another individual's idea, opinion, or theory;
- use facts, statistics, graphs, and drawings that are not common knowledge;
- use quotations of another individual's spoken or written words; or
- paraphrase another individual’s spoken or written words.

Any works referenced should be properly cited in accordance with the APA 6th edition Publication Manual. **Turnitin**, or other similar plagiarism verification services, may be utilized to verify the absence of or presence of plagiarism in any or all student assignments, projects, and examinations or other coursework. In most cases plagiarism can be avoided by citing sources correctly. Simply acknowledging that certain material has been borrowed, and providing your audience with the necessary information to locate that source is usually enough to avoid a plagiarism charge.

First offense: *Plagiarized assignments, projects, and tests will receive zero (0) points*

Second offense: *Grade of F as a final course grade*

Collaboration

All work in this course is to be completed individually, without collaboration from others.

Use of Outside Sources for Written Work, Papers, and Assignments

In this course, if it is determined that a student used paid services to obtain previously written work, have the service write course papers, or prepare course assignments, that student will receive a failing grade (0 points) on the work in question. In addition, the student may be subject to recourse according to university policy (see “Academic Integrity”). This type of practice is unethical and is not in keeping with the established tenets of obtaining a higher education degree. ***Zero tolerance applies to this policy!***

ADA Statement for Students with Disabilities

The Americans with Disabilities Act (ADA) is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. Among other things, this legislation requires that all students with disabilities be guaranteed a learning environment that provides for reasonable accommodation of their disabilities. If you have a disability requiring an accommodation, please contact:

Office of Student Disability Resources and Services Texas A&M University-Commerce
Velma K. Waters Library- Room 162

Phone number (903) 886-5150 or (903) 866-5835 or Fax (903) 468-8148

E-mail to contact disability services is as follows: studentdisabilityservices@tamuc.edu

Website for additional information is as follows:

[Office of Student Disability Resources and Services](#)

Counseling Availability

The Counseling Center at A&M-Commerce, located in the Halladay Building, Room 203, offers counseling services, educational programming, and connection to community resources for students. Students have 24/7 access to the Counseling Center's crisis assessment services by calling 903-886-5145. For more information regarding Counseling Center events and confidential services, please visit the following link: www.tamuc.edu/counsel

Nondiscrimination Notice

Texas A&M University-Commerce will comply in the classroom, and in online courses, with all federal and state laws prohibiting discrimination and related retaliation on the basis of race, color, religion, sex, national origin, disability, age, genetic information or veteran status. Further, an environment free from discrimination on the basis of sexual orientation, gender identity, or gender expression will be maintained.

Campus Concealed Carry Statement

Texas Senate Bill - 11 (Government Code 411.2031, et al.) authorizes the carrying of a concealed handgun in Texas A&M University-Commerce buildings only by persons who have been issued and are in possession of a Texas License to Carry a Handgun. Qualified law enforcement officers or those who are otherwise authorized to carry a concealed handgun in the State of Texas are also permitted to do so. Pursuant to Penal Code (PC) 46.035 and A&M-Commerce Rule 34.06.02.R1, license holders may not carry a concealed handgun in restricted locations.

For a list of locations, please refer to the [Carrying Concealed Handguns On Campus](#) document and/or consult your event organizer at the following link:

<http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/34SafetyOfEmployeesAndStudents/34.06.02.R1.pdf>

Pursuant to PC 46.035, the open carrying of handguns is prohibited on all A&M Commerce campuses. Report violations to the University Police Department at telephone number (903)886-5868 or dial 9-1-1.