



TMGT 350.01W Principles of Technology Management
COURSE SYLLABUS: Fall 2024

INSTRUCTOR INFORMATION

Instructor: Perry Moler Ph.D., Assistant Professor
Office Location: Ag/ET 213A
Office Hours: M,T,W,R 9:30am-10:30am.; F 10:30am-11:30am or By appointment.
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Preferred Form of Communication: Office Hours or Email
Communication Response Time: 48 Hours for Email

COURSE INFORMATION

Materials – Textbooks, Readings, Supplementary Readings

Textbook(s) Required

The Management of Technology & Innovation: A Strategic Approach

By: Margaret White and Garry Bruton, Third Edition, ISBN-13978-0357039205.

You can use a Hardback, Paperback, or E-book. You can rent or buy as long as you have the textbook till the end of the semester.

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.

The syllabus/schedule are subject to change.

Student Learning Outcomes

1. 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.
2. Learning Outcome #2: Complete a comprehensive exam over the course content with a grade of 70 or above.
3. Learning Outcome #3: Given a real-world case study, decide the best strategies to solve a technology dilemma. Strategies are posted within a discussion board post and supported by research with in-text citations, originated images, charts, tables, and videos.
4. Learning Outcome #4: Identify suitable mergers and/or alliances to enhance organization technologies.
5. Learning Outcome #5: Decide an ethical dilemma using ethical and social responsibilities guidelines.
6. Learning Outcome #6: Complete comprehensive research project on a specific organization to create a managerial report and professional presentation. Research includes an analysis of a large, technology-oriented organization's mission, vision, managerial structure, stakeholders, SWOT analysis, technology failures and success, prediction of future success and failures along with a recommendation to make or buy new technologies that improve the organization's profit.

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 Microsoft Office Suite (Word, Excel, and Power Point)

Instructional Methods

This course consists of a series of assignments/projects, discussion board posts, and exam to assist you in achieving the outcomes/objectives for the course. Each week you will work on various combinations of these. Since this is a 100% online course, all course work will be posted on the LMS content page. All your work must be submitted online as well

Student Responsibilities or Tips for Success in the Course

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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. Not devoting enough time to this course will be a miserable experience for students, so do yourself a favor and set a regular time to complete the course activities including reading the course textbook.

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 because 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.

Required Coursework in this Course.

The coursework in this 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

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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. Required textbook readings are supported by instructor provided chapter review questions and supporting presentations. Third, this course requires advanced research search 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, using advanced and extensive research skills, and writing at a level appropriate for a junior-level university student. When enrolling in this course, each student reads and writes at higher-level. You will be expected to:

- read and comprehend the course syllabus, e-mails, instructor notes and presentations, any review materials, assignment instructions, and course announcements.
- manage your time effectively and efficiently throughout the semester.
- actively participate in all discussion board postings. Get to know your classmates so you will feel free to discuss discussion post and assignment instructions.
- meet all deadlines and due dates. This policy is strictly enforced.
- participate fully in the course by checking course announcements and e-mails every day. Respond in a timely manner to e-mails when requested.
- employ a formal business writing style and format in all written correspondence (including e-mails).
- practice civility in your verbal and textual interactions with the instructor, staff, and fellow classmates.
- devote at least ten (10) clock hours to course work each week of the semester.
- use E-mail as a primary means of communication.

GRADING

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

- A = 315- 350 Points
- B = 314- 280 Points
- C = 245- 279 Points
- D = 210- 244 Points
- F = Below 210 Points

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Assessments

✓ Discussion Board Posts (80 points): There are 8 discussion board assignments. To facilitate student engagement, discussion board postings are a requirement for this online course and very helpful in explaining textbook concepts, assignment instructions, and in keeping everyone engaged in the course activities. The discussion boards for this course are tools for classmates to share textbook and course concepts and receive helpful feedback from your classmates and instructor. As grading rubrics are helpful to students to know assignment expectations, each discussion board is evaluated by your instructor on a grading rubric. Grading rubrics are published in the D2L gradebook and within assignment instructions.

✓ Research Assignment/Project (170 points): There are three project assignments; assignment 2, 6, and 11. Assignments 2 and 6 are a part of the final project assignment 11. In this course, you are preparing to be a respected professional in a real-world technology manager's environment. The main objective of this research is to introduce your audience to your organization, analyze and give details of the strategic technology direction of a chosen organization, discuss the viability of past and future technology projects, make research-based recommendations for new technologies that will increase the organization's profitability, and the preparation of a professional report and video presentation.

In preparation of the final project, a great deal of searching and locating credible research for the chosen organization. This research may be located through articles, websites, blogs, videos, etc. Again, the project focus is on becoming the expert on that organization's strategic technology direction so set aside time in your weekly schedule for research. Remember, your chosen organization must use technology to increase their value and your recommendations should give details on how to increase their value learned through credible research. **Wikipedia is not credible research.** A grading rubric is used for project evaluation and published with project instructions.

✓ Comprehensive Exam (100 points): There is one comprehensive final exam required for this course. In preparation for the end-of-course exam, review your textbook notes, instructor's videos and materials, discussion postings, and textbook review questions. The online exam contains 50 multiple-choice questions selected from a randomized test bank of 75 questions. There is a 60-minute time limit to complete the test. Only 1 opportunity is given to complete the exam. A reliable internet connection is a technology requirement for this online course. Make-up tests are not permitted.

TECHNOLOGY REQUIREMENTS

LMS

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

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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

Zoom Video Conferencing Tool

https://inside.tamuc.edu/campuslife/CampusServices/CITESupportCenter/Zoom_Account.aspx?source=universalmenu

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 903.468.6000 or 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

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 Brightspace, please contact Brightspace Technical Support at 1-877-325-7778. Other support options can be found here:

<https://community.brightspace.com/support/s/contactsupport>

Interaction with Instructor Statement

Because this is an online course, Email and zoom meetings will be the primary form of contact for this course. However, if you are on-campus feel free to stop by my office.

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COURSE AND UNIVERSITY PROCEDURES/POLICIES

Course Specific Procedures/Policies

Attendance will be monitored in the LMS and by the completion of course assignments.

Late work **WILL NOT** be accepted.

There are **NO REDO's, DO OVER's, or RESUBMITS.**

There is **NO** Extra Credit.

ALL Assignments and Reports will be turned in as Microsoft Word documents.

Syllabus Change Policy

The 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 Student Guidebook.

<https://inside.tamuc.edu/admissions/registrar/documents/studentGuidebook.pdf>.

Students should also consult the Rules of Netiquette for more information regarding how to interact with students in an online forum:

<https://www.britannica.com/topic/netiquette>

TAMUC Attendance

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

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

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:

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

[Undergraduate Student Academic Dishonesty Form](#)

<http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/documents/13.99.99.R0.03UndergraduateStudentAcademicDishonestyForm.pdf>

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Graduate Students Academic Integrity Policy and Form

[Graduate Student Academic Dishonesty Form](#)

<https://inside.tamuc.edu/aboutus/policiesProceduresStandardsStatements/rulesProcedures/13students/graduate/13.99.99.R0.10.pdf>

Students with Disabilities-- ADA Statement

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 Rm 162
Phone (903) 886-5150 or (903) 886-5835
Fax (903) 468-8148
Email: studentdisabilityservices@tamuc.edu

Website: [Student Disability Services](#)

<https://www.tamuc.edu/student-disability-services/>

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.

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Web url:

<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 903-886-5868 or 9-1-1.

A&M-Commerce Supports Students' Mental Health

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 www.tamuc.edu/counsel

Mental Health and Well-Being

The university aims to provide students with essential knowledge and tools to understand and support mental health. As part of our commitment to your well-being, we offer access to Telus Health, a service available 24/7/365 via chat, phone, or webinar. Scan the QR code to download the app and explore the resources available to you for guidance and support whenever you need it.



<http://telusproduction.com/app/5108.html>

AI use policy

Texas A&M University-Commerce acknowledges that there are legitimate uses of Artificial Intelligence, ChatBots, or other software that has the capacity to generate text, or suggest replacements for text beyond individual words, as determined by the instructor of the course.

Any use of such software must be documented. Any undocumented use of such software constitutes an instance of academic dishonesty (plagiarism).

Individual instructors may disallow entirely the use of such software for individual assignments or for the entire course. Students should be aware

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of such requirements and follow their instructors' guidelines. If no instructions are provided the student should assume that the use of such software is disallowed.

In any case, students are fully responsible for the content of any assignment they submit, regardless of whether they used an AI, in any way. This specifically includes cases in which the AI plagiarized another text or misrepresented sources.

13.99.99.R0.03 Undergraduate Academic Dishonesty

13.99.99.R0.10 Graduate Student Academic Dishonesty

Department or Accrediting Agency Required Content

COURSE OUTLINE / CALENDAR

Week #	Module	Topic
1	Module 1	Intro to TMGT 350
2	Module 2	Laying the Foundations
3	Module 2	Laying the Foundations
4	Module 2	Laying the Foundations
5	Module 3	Technologies through Internal Innovation
6	Module 3	Technologies through Internal Innovation
7	Module 3	Technologies through Internal Innovation
8		Project Work
9	Module 3	Technologies through External Sources
10	Module 3	Technologies through External Sources
11	Module 3	Technologies through External Sources

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12	Module 4	Putting it Together
13	Module 4	Putting it Together
14	Module 4	Putting it Together
15		Project/Exam Work/Study
16		Project/Exam Due

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