



COURSE SYLLABUS: Fall 2026

TMGT 350 01W Principles of Technology Management

Four (4) semester credit hours

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@etamu.edu
Preferred Form of Communication: Email
Communication Response Time: 24 hours

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 to a junior-level undergraduate course in technology management. Prerequisite: TMGT 303.

WELCOME FROM YOUR INSTRUCTOR:



Hello! I am Dr. McAnally and as instructor for this course, I welcome each of you to TMGT 350 Principles of Technology Management. I look forward in the coming months to engaging you and with you on the course topics

HOW TO GET STARTED IN THIS COURSE:

Review and complete all tasks listed in the Welcome Unit 0. The first week's activities are designed to help you get a successful start on the course. Remember, your success in an online course depends on you! You are expected to 1) check your D2L online course **daily** for new announcements, 2) read all assigned readings and instructor materials in each Unit, 3) keep track of assignment deadlines, and 4) review all instructor feedback both to the general class and on individual assignments. If you have any questions about the course, please email me at maribeth.mcanally@etamu.edu. I look forward to hearing from you.

COURSE INFORMATION

Textbook Required:



The Management of Technology & Innovation: A Strategic Approach

By: Margaret White and Garry Bruton, Third Edition

Textbook are obtained by any one of the following options:

- 1) Hardcopy
 - 2) Rented textbook
 - 3) The Instructions for the MindTap ebook are located in the Unit 0 of the online course. The following Course Key is used to locate the correct course within MindTap: **MTPP6HMG1WJZ**
- Do not attempt this course without a textbook!!!

Software Required: Microsoft Word, Excel, and PowerPoint

Hardware Required: See [Technology Requirements](#) in this document

D2L Course Requirements - Technical skills for navigating course materials and submitting assignments.

Students are expected to have a basic knowledge of and operational proficiency with the ETAMU MyLeo, D2L Brightspace learning management system, the software required for this course, and "[Technology Requirements](#)" presented in this document.

Reference Sources:

ETAMU Library Tutorial	https://tamuc.libguides.com/onesearch
ETAMU Library Engineering and Technology Databases	https://tamuc.libguides.com/sb.php?subject_id=147939
Inderscience Publishers	Ten Rules of Technology Management
***O'Reilly Media: AI & Innovation	https://www.oreilly.com/ login with ETAMU MyLeo credentials
APA Guide Purdue Online Writing Lab	https://owl.purdue.edu/owl/research_and_citation/apa_style/
TED Talks on Creativity, Technology & Innovation	https://www.ted.com/playlists/672/8_ways_to_fuel_innovation https://danielraviv.webnode.page/eight-dimensions-of-inventive-thinking https://youtu.be/sYOPf_pfqCfOI

COURSE LEARNING OUTCOMES

Learning Outcomes define what you should know and be able to successfully accomplish from your participation in this course. After completing this course, students will be able to:

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

Learning Outcome #2: Identify and choose external technologies that technology managers and entrepreneurs use in the planning, implementation, and evaluation of mergers, alliances, and outsourcing technology products and processes to increase organizational productivity.

Learning Outcome #3: Given real-world case studies, decide the best strategies to solve a technology dilemma. Students are to post strategies within a discussion board post that are supported by

research with in-text citations, originating images, charts, tables, and videos.

Learning Outcome #4: Using ethical and social responsibilities guidelines, choose an appropriate ethical solution to a technology problem.

Learning Outcome #5: As a member of a group, complete a capstone research project published in a formal managerial report and presentation.

COURSE REQUIREMENTS (350 points total)

- **Grade Assessments:** Course assessments consist of the following:
 - ✓ **Quizzes:** Unit tests are content tested. Quizzes are open from Saturday 12:01am until Sunday 11:59pm. All four quizzes count toward the final grade. No quiz grades are dropped.
 - ✓ **Discussions:** Unit Discussions over content are required. Discussions are due on Sunday evening by 11:59pm. No discussion grades are dropped so all are required.
 - ✓ **TEDTalk Reflection Papers:** Apply TEDTalk main content to course objectives.
 - ✓ **Capstone Group Project:** Instructions and grading rubrics are published in the D2L course. Group member assignments are made by the instructor. Group assignments are peer-reviewed for a significant part of the assignment evaluation. Projects assignments requirements are 1) (10 pts), 2) research project (100 pts), and 3) peer evaluation of project contributions (30 pts).
 - ✓ **Points Assigned:**

Required Assessments	Points Each	Number	Total Points
Tests	20	4	80
Discussions	20	4	80
TED Talk Reflection Papers	20	4	80
Capstone Group Project		3	140
1) project status report	10		
2) research project	100		
3) peer evaluation	30		
Total Course Points			380

Course Calendar

A detailed course calendar is available in the online course along with published due dates.

GRADE REQUIREMENTS

Grading Scale

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

Letter Grade	%	Points Max	Points Min
A	90%	380	342
B	80%	341	304
C	70%	303	266
D	60%	265	228
F	Below 228		

Extra Credit

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

AI USE IN COURSE

East Texas A&M University 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 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**

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 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.

As the student is the center of the learning process, 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 group 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 prove 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 course work may be different from other classes you may have completed. **First, it is a four-hour class** and 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. Required textbook readings are supported by chapter review questions and supporting presentations. **Third**, this course requires advanced research search skills and writing skills to successfully complete research projects. Several writing and discussion assignments are intended to present real world situations and environments.

This course will require a great amount of reading, use advanced and extensive research skills, and write 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.
- Review and ask questions about each Unit activities, requirements, and concepts.
- Read all instructor feedback published in the gradebook and in 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.
- Perform advanced research using the ETAMU library.
- Published cited sources in correct APA format.
- ***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). Use E-mail as a primary means of communication with your instructor.
- Practice civility in your verbal and textual interactions with the instructor, staff, and fellow classmates.
- Notify your instructor of course issues before contacting additional organization administration.
- Devote at least ten (10) clock hours to course work each week.

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:

Online Courses Require More Discipline and Time. Many students assume online courses require less work and are easier than traditional face-to-face courses. Expect that this 4 credit hour online course is rigorous, detailed, and demanding. Be prepared to spend at least ten (10) hours each week on 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) flows 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 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, please contact your instructor (presumably through university e-mail) in advance of the assignment due date. It is not to your advantage to 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, to the point, and positive in tone.

Establish a Regular Schedule. Start the semester with a good habit where you devote time to this course every day. As this is a four-hour course, the material requires you to spend at least ten (10) hours per week reading, researching, and/or writing. It is not to your advantage to wait until the assignment or project is due to begin—your grade will suffer. Time management organization is the key to success in any academic course and chosen career.

Assignment Dates are Published During the First Week Day. The assignments for this course are published in the online course. You are responsible for turning in your assignments on or before the due date. Students should not expect due date reminders. 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 time mismanagement.

Attention to Detail is Critical. In this day of texting shortcuts and slang, there is less enhancement on the importance of spelling, grammar, or arithmetic calculation accuracy. But in the real world your boss will pay attention. 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, factual accuracy, credit to author's original ideas, and proper paper formatting/language.

INSTRUCTIONS FOR COMPLETING PRE-ASSIGNMENT:

Acceptance of Academic Honesty Policy

Every student on this course of study must agree to accept and abide by the Academic Honesty Policy. The signed Academic Honesty Policy document is required to be submitted in the first week of the course through the appropriate online assignment.

All work required in this course is to be completed individually, without collaboration with others except for group projects. 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").

The signed and submitted academic integrity honesty policy is due in the first week of the course. This form is available in the Welcome unit. Five points are deducted from the final course grade for each day past the due date. Attaching your name to the document, and submitting to the course D2L assignment 1, confirms your understanding and acceptance of this policy.

TECHNOLOGY REQUIREMENTS

All course sections offered by East Texas A&M University have a corresponding course in the myLeo Online Learning Management System (LMS) called D2L. Below are technical requirements needed for D2L:

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@etamu.edu.

Note: Personal computer and internet connection problems **do not excuse** the requirement to complete all course work by the course assessment due dates that are published. Professionals know that technology can and will fail. They wisely make backup plans well in advance for such problems. Before the first week of class ends, do yourself a favor and create a backup method to deal with these inevitable problems. These plans 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 ETAMU campus open computer lab, etc.

COMMUNICATION AND SUPPORT

Course Material Support: If you have any questions or are having difficulties with the instructional part of the course materials, 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.

COMMUNICATION WITH INSTRUCTOR

- Correspondence with your instructor is completed by e-mail or by Zoom.
- Do not yell at me in an email as I am a nice person and always try to help with any issue in a fair and consistent manner. **Penalties result when foul language is used at the instructor, within course assessments submitted, or toward fellow classmates.** These penalties may result in the student being withdrawn from the course with a final grade of F.
- All e-mails to your instructor must be written clearly and in a formal business format.
- E-mails must be written to reflect your professionalism: complete sentences, correctly spelled words, correct punctuation, grammar, etc.
- All e-mails sent to your instructor **MUST** have the following within the message:
SUBJECT LINE: appropriate subject of E-mail.
SIGNATURE LINE: your first and last name at the end of the email message
Email messages are answered within 24 hours.
- Virtual Office Hours: Virtual office hours are noted and arranged on Zoom.

ASSISTANCE THROUGH THE WRITING CENTER

The Writing Center at East 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. Information regarding the Online Writing Lab is available at the following link: <https://www.etamu.edu/writing-center/>

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 **before** the due date!

- 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: <https://www.etamu.edu/student-code-of-conduct/>

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)

ETAMU 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>

Academic Integrity

Students at ETAMU 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 if they are recorded in some way (such as a book, article, musical composition, or computer file).

All the following examples are considered plagiarism:

- Turning in someone else's work as your own.
- Copying words and/or ideas from someone else without giving proper credit (intext and 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 ideals from a source that it makes up most 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 7th 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 test cheating will receive zero (0) points
Second offense: Grade of F as a final course grade

In summary and in plain English this means:

RESEARCH SOURCES:

1) citing sources:

Any time you place dates, statistics, numbers, and "text in quotes", you are required to give credit to the source. After all, you did not complete the data that provided those numbers, or you did originally say the quoted material.

2) over citing sources:

Sources are to be summarized in the points you make in the text. While reading research, I take an index card and place the APA source format on one side and on the other side I use bulleted lists to write the main points of that source not necessarily in a complete sentence.

It is not acceptable for every sentence in a paragraph to be cited. That would indicate that you are not writing the paper, your sources did that for you.

3) citing false sources: providing research sources and citation that do not exist are subject to removal from the course with a final course grade of "F".

Collaboration

Student Cheating

All work in this course is to be completed individually, without collaboration from others. It is wise to acquaint yourself with your classmates for future discussions regarding instructional concepts or assignment details. But, having someone else complete your assignments or tests, is an automatic failing course grade. Alerting other classmates to the answers on a test is an automatic failing grade on that test for both classmates. Your instructor started instructing college courses in 1982 and has gained excessive experience in the discovering of these types of students' cheating offenses. Be careful as someone always tells!!

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 to 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 reasonable accommodation of their disabilities. If you have a disability requiring 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 Fax (903) 468-8148

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

<https://www.etamu.edu/counseling-center/get-help/>

Nondiscrimination Notice

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