
Syllabus

INTB 7352 / MANA 7352: International Management of Technology

Instructor: Dr. Cate Wengelnik

Office Hours: Mo-Fr by appointment (see Canvas)

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Course Description:

This course provides an in-depth exploration of technological innovation processes within high-technology organizations, focusing on the challenges and opportunities of managing technology on a global scale. Students will analyze real-world cases to understand the dynamics of innovation, the lifecycle of technologies, and strategic decision-making in high-tech industries. Through interactive discussions and case analyses, the course equips students with the skills needed to navigate complex problems in technology management, fostering their ability to lead in an increasingly technology-driven global business environment.

Learning Outcomes:

After successful completion of this course, students will be able to:

- Analyze the key processes involved in technological innovation within high-technology firms.
- Apply strategic frameworks to address challenges in the global management of technology.
- Evaluate case studies to identify critical success factors in technology innovation and commercialization.
- Develop solutions to managerial problems in technology management using conceptual models and real-world examples.
- Demonstrate an understanding of the role of global technological trends and their impact on business strategies.
- Collaborate effectively in teams to analyze and present solutions to technology management challenges in an international context.

Required Materials:

Students are encouraged to choose the format that best suits their learning preferences and needs (eBook, Kindle, hardcover, paperback, or rental). In addition to the required readings, consider

utilizing supplemental tools like flashcards, integrated learning software, and other preparational resources to enhance your understanding. Acquiring diverse skills through these materials will help you excel both in this course and in your professional journey.

Text

Strategic Management of Technological Innovation

Edition: 7

Author: Melissa Schilling

ISBN 978-1-264-08093-9

Required Textbook and Connect Access

For this course you will be required to purchase McGraw-Hill Education Connect® access. If you are not enrolled in CTAP, Connect access can be purchased during registration for Connect or an access code can be purchased at the campus bookstore. A print-upgrade option is also available via Connect if you find yourself wanting a print companion at any point during the semester. This will be a full color binder ready version of the text.

Other Recommended Reading Materials

This course is designed to help you become a leader in your learning journey. You will have access to optional reading materials and resources from various publications and books. I encourage you to explore these, as they can enhance your skillset and broaden your horizons, both personally and professionally.

Investing in your own growth beyond the classroom is key to standing out to recruiters and thriving in your career. Acquiring additional skills will give you a competitive edge, helping you succeed as both a leader and an individual.

I encourage you to embrace challenges, step out of your comfort zone, and build strong connections with your peers. If you ever need guidance, feel free to reach out—I am here to support your success!

Time Commitment:

To succeed in this course, plan to dedicate 4-9 hours per week to your studies. Developing your skills through consistent effort will set you apart and help you excel.

Methods of Instruction:

This course incorporates a range of engaging materials including required readings, multimedia, handouts, field-based examples, and interactive activities. Assignments are designed to bridge theory and real-world practice, encouraging active student participation. You will reflect on your learning, apply feedback, and engage in activities to enhance key skills. Assessments focus on understanding concepts and developing competencies that will help you stand out in your career and become more marketable in today's job market.

Course design:

This course fosters independent, active learning through a blend of experiential, self-reflective, and adult learning techniques using both asynchronous and synchronous styles. It is structured as a community of learners, where each student contributes to the shared knowledge base. You are expected to come prepared, ask questions, and collaborate with peers in group settings.

My role is to guide discussions, pose questions, and help you develop a deeper understanding of the material in relation to your interests and career goals. This course emphasizes real-world application, soft skills, and lifelong learning strategies to equip you for success beyond the classroom, including standing out in job interviews and professional interactions.

Due to the rigorous nature of the course, thorough preparation and active participation are essential. You are expected to complete all assigned readings and materials before class to fully engage in discussions and activities.

Course Evaluation:

Assignment	%
Semester Project	60
Application-based activity / simulation	20
Final Project	10
Participation, Professional Conduct & Assignments ****	10
Total	100

****** Attendance, active participation, professionalism, and respect for colleagues are expected at all times. Failure to meet these expectations may result in point deductions if necessary.**

Make-up and Late Policy

Late submissions or make-ups are generally not permitted. Exceptions may be made in extraordinary circumstances, such as official university activities, severe illness, family emergencies, or other unforeseen situations that significantly impact your ability to meet deadlines. In such cases, you must provide thorough documentation before or shortly after the missed deadline. Extensions for religious observances or pre-approved academic commitments may also be granted. **No late assignments will be accepted after the last official day of classes (per the academic calendar).**

Grade Distribution:

LETTER GRADE	RANGE
A	100%to93%
A-	< 93%to90%
B+	< 90%to87%
B	< 87%to84%
B-	< 84%to80%
C+	< 80%to77%
C	< 77%to74%
C-	< 74%to70%
D+	< 70%to67%
D	< 67%to64%
D-	< 64%to60%
F	< 60%to0%

Grade Disputes

Students are responsible for regularly checking their grades. If you believe there is an error, you must dispute the grade within one week of its posting.

Drop Policy

Students may withdraw from the course with an automatic grade of W on or before the date specified in the academic calendar. Please note that the instructor will not initiate drops; it is the student's responsibility to manage their enrollment status.

Communication:

Email Guidelines

Please use your official university email address for all course-related communications.

Questions and Resourcefulness

This course is designed to foster a dynamic and collaborative learning environment, where we can all learn from and support each other. I am genuinely excited about the opportunity to work with you and am fully committed to your success.

Your understanding and progress are incredibly important to me. If you face any difficulties with the course material or have concerns about meeting expectations, please do not hesitate to reach out. I am here to support you every step of the way. You can talk to me during consultation sessions or contact me via email—I am always eager to assist and ensure that you have the resources and guidance you need to thrive.

Remember, your success is not just about grades but also about truly grasping and applying the concepts we cover. I am here to help you achieve both, and I care deeply about each student's growth and achievements. Let's work together to make this a rewarding and successful experience for you!

Class Participation

Class participation is a crucial component of your success in this course. To actively engage, you can elect to:

- Contribute to class discussions.
- Comment on interactive activities, articles, case studies, or other resources.
- Support fellow students and share additional resources.
- Offer personal experiences and insights.

I encourage you to share your insights and experiences, as every student brings valuable skills and perspectives to this platform. Your active participation each week will not only enhance your learning and skill development but also enrich the classroom experience, highlighting your unique contributions and fostering a collaborative and resourceful environment.

University, Department and Course Policies:

Respectful Learning Environment & Professionalism

Maintaining a respectful learning environment is essential in all educational settings. As you prepare for your professional career, it's important to develop effective communication strategies to articulate your ideas and engage in respectful conversations with colleagues, supervisors, clients, and executives.

In our class, we may encounter a variety of perspectives and complex issues. It is crucial to show respect for your colleagues and their individual experiences. Approach discussions with an open mind and consider differing viewpoints, even when there are no clear-cut answers. Ensure that all interactions adhere to the university's code of conduct and the behavioral standards we established together.

Class Conduct and Civility Code

All students are expected to adhere to the rules outlined in the student handbook and practice common courtesy during all classroom interactions, both in-person and online. This includes:

- **Academic Integrity:** Cheating and academic misconduct will not be tolerated. Violations will result in a failing grade for the course and may lead to further disciplinary action. Please review the university's Academic Integrity policies on the university website.
- **Respectful Behavior:** Treat fellow students and the professor with respect at all times. Disruptive or disrespectful behavior may result in dismissal from the class.

Following these guidelines will help maintain a positive and professional learning environment for everyone.

Research and Program Improvements

Data collected during this course may be used for program improvements and potential future publications. This information will help enhance the course and contribute to ongoing academic research.

Syllabus Addendum