

Managing Technological Innovation

MGT 693

Spring Term, Y2K+1
1800 hrs, Thursday
Asheville Campus

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Reflective Pauses

A. Purpose

The purpose of the “Reflective Pause” is to provide students the opportunity to consolidate their knowledge and understanding of each of the first three sub-topics into which the course is divided.

B. Implementation

Students will undertake this consolidation by means of three applied exercises. The first “pause” will make use of concepts and tools presented in the Afuah text having to do with the first sub-topic, “Fundamentals of Innovation” and insights developed in class discussion therefrom. The student’s concern in the second “...pause” will have to do with the second sub-topic, “Innovation Strategy.” And the third will have to do with the third sub-topic, “Implementation of Innovations/Protection of Profits.”

The subject of these three “...pauses” will preferably be the organization in which the student works. Each “reflective pause” will apply the various concepts and tools of its respective sub-topic studied and the insights developed therefrom during class discussions to said organization in order to

- 1) Demonstrate how the organization illustrates the application of these concepts and use of these tools or the lack thereof,
- 2) Refine the student’s understanding of the sub-topics under consideration,
- 3) Critique the organization’s application and use or the lack thereof of these concepts, tools or insights so that its management of technological innovation can be evaluated and if appropriate, remedial courses of action advanced, and
- 4) Enhance the student’s capability to contribute to the welfare and competitive advantage of the organization that employs him or her thus, benefiting both.

C. Organization and format of the “... pause”

The *introduction* of the *first* “...pause” should include a succinct statement of background information (size, history, development, corporate structure, mission, etc.) about the organization that is the focus of these “...pauses.” Following this statement, the introduction of all three “pauses” should then identify the chapters from Afuah’s text to be covered. The organization of the *body* of a “...pause” will more than likely be episodic because the student will more or less deal with a “laundry list” of concepts and insights that Afuah and past class discussions provide from chapter to chapter. The will report the student’s determination of the extent to which the organization of study by its conduct illustrates or fails to illustrate these concepts and insights or for whom some are not applicable. The conclusion of a “...pause” should summarize the findings of the *body* and then proceed to critique the organization’s effectiveness managing technological innovation.