Managing Innovation

ISM 401

Southwestern College Professional Studies

COURSE SYLLABUS

I.   Course Catalog Description

Learners will gain knowledge through an overview of organizational implementation, uses, and impacts of advanced information technology including decision support systems, management support systems, and expert systems. Topics include strategic issues, project management, alternative approaches for building systems, risk management, and emerging technologies. Credit: 3 hours. *Prerequisite: ISM 200*

II.   Required and Supplementary Instructional Materials

APA Citation(s): White, M., & Bruton, G. (2011). *The management of technology and innovation: A strategic approach* (2nd ed.). Cengage Learning.

    Print ISBN(s): ISBN-10 0538478225

    CourseSmart ISBN(s): ISBN-13 9781111548438

III.   Learning Outcomes

Learning outcomes describe the knowledge, skills, values, and attitudes that learners gain as the result of a particular learning experience. Southwestern College Professional Studies has learning outcomes specific to each course and each undergraduate and graduate program of study, as well as institution-wide outcomes related to the mission and vision of the college. Outcomes can help learners and instructors focus on the big picture of the learning experience and can help inform potential employers about a graduate's knowledge and skills.

Upon successfully completing this course, the learner will be able to:

1.   Defend the strategic importance of effective information systems and technology innovation management. (**PO 1**)

2.   Compare systems development and project management alternatives for internal information systems and technology innovations. (PO 1, **PO 2**, PO 3)

3.   Contrast systems development and project management alternatives for acquiring and integrating information systems and technology innovations from external sources. (PO 1, **PO 2**, PO 3)

4.   Assess the ethical, social and environmental responsibility, and risk mitigation considerations for managing information systems and technology innovation. (PO 1, PO 2, PO 3, **PO 4**)

5.   Evaluate the effectiveness of multiple systems development and project management approaches, given specific internal innovation and external acquisition scenarios with consideration for strategic, operational, ethical, social and environmental responsibility, and risk mitigation factors. (PO 1, PO 2, **PO 3**, PO 4)

6.   Recommend an innovation management plan for the adoption or development, integration, implementation, and maintenance of specific information systems and technology innovations with consideration for strategic, operational, ethical, social and environmental responsibility, and risk mitigation factors. (PO 1, PO 2, PO 3, PO 4, **PO 5**)

At the end of the course, learners may vary in their ability to achieve these outcomes. You are more likely to achieve these outcomes only if you attend class and/or online activities as required by the syllabus, complete the requirements for all assignments to the best of your ability, participate actively in class activities and group work as directed, and study diligently for exams.

IV.   Course Policies

Students are expected to read and abide by the course policies located in the instructor-specific syllabus in the blackboard course.

V. Course Requirements:

Requirements	Number of Assignments	Points Possible	Percent of Grade
Discussion posts	6	150	30%
Short answer quiz	6	150	30%
Paper	4	200	40%
Total Points		**500**	**100%**

VI. Course at a Glance:

Unit	Reading & Preparation Activities	Graded Work Due
1	• Read White and Bruton, Chapters 1-2 • Read Chapters 1-2 PowerPoints	• Unit 1 Discussion • Unit 1 Quiz
2	• Read White and Bruton, Chapters 3-4 • Read Chapters 3-4 PowerPoints	• Unit 2 Discussion • Unit 2 Quiz • Unit 2 Paper
3	• Read White and Bruton, Chapter 5 • Read Chapters 5 PowerPoints • Read Appendix 1 • Read Appendix 2	• Unit 3 Discussion • Unit 3 Quiz • Unit 3 Paper
4	• Read White and Bruton, Chapters 6-7 • Read Chapters 6-7 PowerPoints	• Unit 4 Discussion • Unit 4 Quiz
5	• Read White and Bruton, Chapters 8 • Read Appendix 3 • Read Chapters 8 PowerPoints	• Unit 5 Discussion • Unit 5 Quiz • Unit 5 Paper
6	• Read White and Bruton, Chapters 9-10 • Read Chapters 9-10 PowerPoints	• Unit 6 Discussion • Unit 6 Quiz • Unit 6 Paper

VII. Other Policies and Requirements

Follow this link to the Southwestern College Professional Studies Standard Syllabus in Blackboard. You may be required to log in.