

San José State University
College of Business - School of Global Innovation and Leadership
BUS5 184A: Management of Business Innovation, Fall 2017

Course and Contact Information

Instructor:	Praveen Gupta
Office Location:	BT-353
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Email:	praveen.gupta@sjsu.edu
Office Hours:	Tuesdays 4:30 – 5:30 PM
Class Days/Time:	Tuesdays 6:00 – 8:45 PM
Classroom:	BBC-222
Webpage/Canvas:	http://www.sjsu.edu/people/praveen.gupta/index.html

Course Description

Management of Innovation course has been designed to prepare students for developing skills necessary for thinking of new ideas, exploring new ways of doing work, and developing a new product or process solution. The course provides a framework for the understanding extent of innovation, a roadmap, and tools for creating a culture of innovation in a corporation. The course includes case studies, a research paper, and an innovation project requiring a presentation towards the end of the semester.

Course Learning Outcomes

Upon successful completion of this course, students will be gain:

1. Ability to think of new ideas to create a new solution for entrepreneurship or intrapreneurship
2. Hands-on knowledge of elements and eco-system of innovation in corporate environment
3. Practice tools to assess extent of innovation, develop innovative solutions, and lead innovation initiative at workplace

Required Textbooks

Business Innovation in the 21st Century by Gupta, Praveen, ISBN 978-1419646638, paperback for \$34.95 from the university bookstore, Kindle version for \$0.99 from Amazon.com.

Stat Free Six Sigma, Gupta Praveen and Sri Arvin, ISBN 978-1419654589, paperback from the university bookstore

Other Readings (Library)

They Made America, Evans, Harold

The Innovator's Dilemma, Christensen, Clayton M.

Open Innovation, Chesbrough, Henry

Making Innovation Work, Davila, Tony; Epstein, Marc; and Shelton, Robert

Innovation and Entrepreneurship, Drucker, Peter F.

On Intelligence, Hawkins, Jeff

Grading Criteria

Assignments	30%
Attendance/Participation	15%
Team Project/Presentation	20%
Mid-term Tests	15%
Final Exam	20%

There will be no make-up or extra credit options.

A- 90-93.3%	A 93.4-96.6%	A+ 96.7-100%	
B- 80-83.3%	B 83.4-86.6%	B+ 86.7-89.9%	
C- 70-73.3%	C 73.4-76.6%	C+ 76.7-79.9%	
D- 60-63.3%	D 63.4-66.6%	D+ 66.7-69.9%	F <60%

Students are expected to read assigned sections from the textbook and additional readings in advance of the class in which they are discussed in order to prepare for class discussions and exercises. Assignments and modifications to schedule will be communicated in class and through Canvas with fair notice.

Homework Submissions

A paper copy of assignments must be submitted at the start of class on the submission dates. The penalty for later submission is 25% for the first 24 hours and an additional 25% for each 24-hour period after that. There will be no credit for the submission four days after a submission date.

Classroom Practices

Students are expected to be present in the classroom on time, participate in the discussion of assigned readings and cases from the textbook and in exercises associated with these. Participation in class discussions and exercises will be graded on demonstration of preparation, willingness to contribute, quality of contribution, and respect for the contribution of others. If a student is not present to participate in the class discussions and exercises, the student will get “0” points for that meeting, regardless of reason. In order to accommodate valid needs for absence, the lowest class participation scores will be dropped in the final grade computation.

Academic integrity

Your commitment, as a student, to learning is evidenced by your enrollment at San Jose State University. The [University Academic Integrity Policy S07-2](http://www.sjsu.edu/senate/docs/S07-2.pdf) at <http://www.sjsu.edu/senate/docs/S07-2.pdf> requires you to be honest in all your academic course work. Faculty members are required to report all infractions to the office of Student Conduct and Ethical Development. The [Student Conduct and Ethical Development website](http://www.sjsu.edu/studentconduct/) is available at <http://www.sjsu.edu/studentconduct/>.

General Expectations and Requirements

Unless specified by the instructor, students are required to turn off and kept inside a bag or away from sight all communication devices and laptops throughout the class duration to ensure a distraction free environment for everyone. Late arrivals, early departures, and unprofessional classroom conduct are a distraction for the instructor and other students and negatively affect the class environment and will affect class participation points. While engaging in class exercises and project work, students are expected to restrict the use of computers and Internet to the task at hand unless specified by the instructor. Violation of this expectation will affect class participation points.

If a student misses a class meeting, the student is responsible for keeping up with the course materials and for finding out about announcements made during the meeting. It is suggested that students notify the instructor

about their absence via email or text message at the earliest possible. Homework submission deadlines must be met. There will be no makeup opportunities for missed mid-term tests and in-class exercises.

Public Sharing of Instructor Material or Recording in Classroom

[University Policy S12-7](http://www.sjsu.edu/senate/docs/S12-7.pdf), <http://www.sjsu.edu/senate/docs/S12-7.pdf>, requires students to obtain instructor's permission to record the course and the following items to be included in the syllabus:

- “Course material developed by the instructor is the intellectual property of the instructor and cannot be shared publicly without his/her approval. You may not publicly share or upload instructor generated material for this course such as exam questions, lecture notes, or homework solutions without instructor consent.”
- No classroom recording of the lecture is allowed.

University Policies

- a) Academic integrity statement from Office of Student Conduct and Ethical Development:
Your own commitment to learning, as evidenced by your enrollment at San José State University, and the University's Academic Integrity Policy require you to be honest in all your academic course work. Faculty members are required to report all infractions to the Office of Student Conduct and Ethical Development.
The policy on academic integrity is available at <http://www.sjsu.edu/senate/docs/S07-2.pdf> and additional information on student conduct is available at the website for the Office of Student Conduct and Ethical Development at <http://www.sjsu.edu/studentconduct/>
- b) Campus policy in compliance with the Americans with Disabilities Act:
If you need course adaptations or accommodations because of a disability, or if you need special arrangements in case the building must be evacuated, please make an appointment with me as soon as possible, or see me during office hours. Presidential Directive 97-03 requires that students with disabilities requesting accommodations must register with the AEC (Accessible Education Center) to establish a record of their disability. Information for the AEC can be found at <http://www.sjsu.edu/aec/>

Praveen Gupta



Prof. Gupta has taught innovation classes at the University of Illinois at Chicago, Illinois Institute of Technology (IIT) Chicago, and University of Celaya, MX. He was Adjunct Industry Professor and the founding Director of Center for Innovation Science and Applications at IIT. He was also the founding Editor-in-Chief of International Journal of Innovation Science.

He has authored/edited Business Innovation in the 21st Century, Global Innovation Science Handbook, and The Innovation Solution.

Praveen has worked at Motorola and AT&T Bell Laboratories and consulted with dozens of companies for over 20 years. He has given keynotes in Portugal, Croatia, Mexico, Spain besides in many cities in the USA.

Since moving to Silicon Valley in 2013, Praveen has worked at Prysm, and currently, works at Stephen Gould.

BS 184A Management of Corporate Innovation, Fall 2017, Course Schedule

Week/ Date	Topics, Readings, Assignments, Deadlines	Assign. Due	Ref Chapters
Wk 1 8/29	Introduction to the Course and Innovation Management <i>Assignment 1 - Warmup Exercise</i>	Wk 2	BI 1,5
Wk 2 9/5	Understanding and Assessing State of the Corporate Innovation <i>Assignment 2. Innovation Assessment</i>	Wk 3	H/O
Wk 3 9/12	Dissecting Innovation Success and Failures, Innovation Roadmap (BIMM) – <i>Assignment 3. Taking Innovation Apart/ Lessons Learned</i>	Wk 4	H/O
Wk 4 9/19	Excellence Model, Innovation Processes, and Innovation Management – <i>Assignment 4. Creating an Innovation Excellence Model</i>	Wk 5	SFSS 3 BI 14
Wk 5 9/26	Strategy for Innovation – SFE Map - Facebook, LinkedIn or Microsoft Quiz 1. Week 1 - 4	Wk 5	H/O
Wk 6 10/3	Idea Innovations – Creativity, Thinking and Evaluating Ideas Classroom Exercise: Thinking of Ideas	Wk 7	BI 7
Wk 7 10/10	Managed Innovation – Product Development (TEDOC) <i>Assignment 5: Paper – History of Innovation (Due in 3 weeks after the class)</i>	Wk 10	BI 7
Wk 8 10/17	<i>Mid Term – Multiple choice and essay questions</i> Team Assignment: Innovation Project using a TEDOC Template	Wk 14	H/O
Wk 9 10/24	Nurtured Innovation – Creating a culture of innovation <i>Assignment 6. Assessing a Culture of Innovation in an organization</i>	Wk 10	H/O
Wk 10 10/31	Sustained Innovation – Measures and Management of Innovation <i>Assignment 7. Return on Innovation and Innovation Scorecard</i>	Wk 11	BI 10
Wk 11 11/7	Protecting Innovation – Copyrights, Trademarks, Patents and Trade Secrets <i>Assignment 8. Completing a Copyright Form</i>	Wk 12	BI 12
Wk 12 11/14	Innovation Room – Knowledge, Play and Imagination Quiz II. We 9 - 12	Wk 12	BI 8
Wk 13 11/21	Innovation in Service <i>Assignment 9: Comparative Analysis of Service and Product Innovations</i>	Wk 14	BI 11
Wk 14 11/28	How innovation works in an organization Tour of a Corporate Innovation/Off-site Guest Lecture		H/O
Wk 15 12/5	Project Presentations <i>Assignment 10. Presentations - Reviewed by industry professionals</i>	Wk 15	N/A
Wk 16 12/19 5:15 – 7:30	<i>Final Exam – Multiple choice and essay questions</i>	Wk 16	N/A

Note¹: Guest Lecture/Tours may change depending upon the availability to resources.

Note²: More Guest Lectures may be added based on the availability of guest speakers.