

New Technologies and Future Markets
B BUS 476
University of Washington, Bothell
Spring Quarter 2009
<http://courses.washington.edu/newtech>

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Class: 1:15– 3:20; Room 051 – UW1

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Office hours are also by appointment. Please leave a phone number and times when we can reach you. We may do evening call backs. Office hours are after class and also by appointment.

To request academic accommodations due to a disability, please contact Disabled Student Services (DSS) in UW1-181, (425) 352-5307, (425) 352-5303 (TDD). You may also email dss@uwb.edu. If you have a documented disability on file with the DSS office, please have your DSS counselor contact me and we can discuss accommodations you might need in class.

Overview: This course examines the dynamics of technological disruptions. The primary objective of this course is to help managers critically analyze the potential impact of upcoming “game-changing” technologies. At the same time, we will integrate this with the art of intrapreneurship – creating new ventures and new directions within existing companies.

You will analyze readings, interview experts, participate in class discussions, and work in a project team to produce an outstanding deliverable. This deliverable is your forecast of a high tech industry sector and you will present it before the class and a panel of outside experts.

Prereqs: Curiosity or passion. It is not important to already be familiar with the “brave new high tech world”.

Readings: All on reserve (available in the library and electronically through the web page)

Grading: Assignments 10%, Class Participation 20%, Final Project and Presentation 70%

Assignments: These will be your responses to questions assigned to weekly readings, guest speakers, and media presentations (video, web). Your answers should be written in the form of a business memo. Use a brief writing style, quick to the point. This does not mean brief of good content. A brief style and a long memo are not mutually exclusive. Show well thought out answers.

Requirement	Basic % of Grade	Evaluator
Project Report	70	
Report Content		
1. Polish	(15)	Instructor
2. Persuasion	(23)	Instructor
Presentation Quality		
1. Class Ratings	(5)	Class
2. Instructor Ratings	(13)	Instructor* (jury)
Your Contribution to the Team	(15)	Team members
Class Participation	20	Instructor
Assignments	10	Instructor
Total Percentage	100%	

Grading Criteria and Method

Course Grade: Your earned grade is based upon a percentage of the top score achieved in the class. The top score is assigned a value of 100%. Numerical grades are then based on the relation of your score to the top score. Specifically 100% = 4.0, 99% = 3.9; 98% = 3.7; and so on. This is not a curve as everyone can theoretically qualify for a certain grade range like over 3.8 or under 2.0. I reserve the right to modify this scale \pm 3% based upon my judgment of the overall class performance.

About the Group Project

The project requires you to work closely with your team members to select a high technology sector, interview technology experts, gather research from various media, analyze your findings, and present your report to the class and to a jury of outsiders. You are allowed to work by yourself.

Teams are self-managed. Each team must submit a one-page **Team Contract** and a team developed **Peer Assessment** form. Both of these are due on Weds, April 15 2009 in class.

The **Team Contract** will specify the nature of your project, the rights and responsibilities of each team member, and a conflict resolution process. The team is not getting a letter grade for the document. Keep it simple, but useful. You may also include a contract provision for removing someone from your team.

Your team members will formally evaluate your personal contribution through a **Peer Assessment** form. You may use any system you agree upon as long as it assigns a total point value. Your team must hand in these peer assessment forms with your final written project. There is a small penalty for not turning in a peer eval (tick off the final grade).

A few words about choosing a project: Your team is not allowed to choose a project that fits squarely within your expertise. However, if you are interested in the research in your sector, you can earn extra credit for being an expert resource to another team. This must be cleared with me first. Sample project ideas can be found through at the course web page.

Class Participation: Class participation includes such behaviors as asking questions, listening attentively, participating in discussions, and class activities. Be proactive in making comments or raising questions during the lecture or other class activities. Your instructor likes a vigorous, vocal classroom; those who help this get rewarded. You can certainly voice your dissent to someone's stated position, but we should maintain an atmosphere of mutual respect.

If you are "shy" about class discussions, there are some things to remember. Your assignments include discussion questions that will help you get a jump on raising points during class. If you feel this is still a problem, you should visit the instructor early in the term.

Schedule (I reserve the right to modify the schedule especially as Guest Speakers may move their dates. Flexibility is a must!)

Date	Topics	Activities
3/30 & 4/1	Organizational Meeting The New World	Meet Each Other Class Questionnaire
4/6 & 4/8	David Anastasi Diagnosing Disruptions	Team Formation Assignment 1 Due 4/6
4/13 & 4/15	David Amdal David Rule	Assignment 2 Due 1/18 Team Documents Due
4/20 & 4/22	Jonathan Cluts John Martin	Assignment 3 Due 4/22
4/27 & 4/29	Scenario Development I Expert Interviews, Lead User Network Intellectual Property	The Knowledge Navigator
5/4 & 5/6	Dan Webb Technology Strategy / The Intrapreneur	Assignment 4 Due 5/4
5/11 & 5/13	Lab Day John Williams, Scoville PR	
5/18 & 5/20	Presentations Presentations	
5/25 & 5/27	Memorial Day Presentations	
6/1 & 6/3	Presentations Presentations	
6/8	Presentations	Projects Due June 8, Class time