

MKTG 3223 090

INNOVATION, GROWTH AND CHANGE STRATEGY

SPRING 2019
DR. SUNIL EREVELLES

CLASS HOURS: Tuesdays, 5:30PM – 8:15PM

CLASSROOM: Friday 132

OFFICE: Friday 229

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OFFICE HOURS: Monday 9:15 – 10:15 pm; Wednesday, 10 am – 1:00 pm
By Appointment ANYTIME, 7 days a week
Also, if you wish to speak to me after class, please feel free to do so.

READINGS: Will be posted on Canvas

OTHER READING: (Required)

1. The Caterpillar's Edge: Evolve, Evolve Again, and Thrive in Business, Rugged Land, Sid Mohasseb. ISBN-10: 0996636315
2. At least one current business periodical (e.g., BusinessWeek, Fortune, The Wall Street Journal, Fast Company)
3. Lecture Guide

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SPRING 2019: TENTATIVE COURSE OUTLINE

DATE	TOPIC	ASSIGNMENT
January 15	Introduction, The Pace of Change and the Future	Reading 1
January 22	The Future of Markets: Seeing Around Corners	Reading 2
January 29	The Future of Global Markets	Reading 3
February 5	Innovation: Orthodoxy vs. Deep Principle, Customer Delight	Reading 4
February 12	Innovation Engines	Reading 5
February 19	Product and Business Model Innovation I	Reading 6
February 26	Product and Business Model Innovation II	Reading 7
March 12	Company DNA Innovation 1 Midterm Examination	
March 19	Company DNA Innovation 2	Reading 8
March 26	Company DNA Innovation 3	Reading 9
April 2	Big Data Analytics and Innovation	Reading 10
April 9	Innovation in Branding	Reading 11
April 16	Innovation and Creativity in Communications	Reading 12
April 23	Changing Market Behavior I	Reading 13
April 30	Changing Market Behavior II, Conclusion	Reading 14
May 7	Final Examination (5:00-7:30 PM)	

INNOVATION, GROWTH AND CHANGE STRATEGY

This overview is designed to present information about "Innovation, Growth and Change Strategy." It explains how the course will be conducted, methods of evaluation and assigned readings. Please review it carefully to prepare yourself for successful completion of the course.

PURPOSE:

This course is designed to help you understand innovation and the management of marketplace change. It focuses on the future of markets and how organizations change prior to marketplace change, and before circumstances force them to do so. The necessity of understanding innovation is extremely important for leading an organization into the future. This course is designed for all business majors, as it gives you a strategic understanding of how today's fast paced and highly competitive nature of business affects our market-based economic system from an individual and an organizational perspective. It will provide you with a framework of concepts and practice, which will facilitate your understanding of the process of innovation from the perspective of an individual, as well as from the perspective of a decision maker in business organizations.

OBJECTIVES:

1. To understand the future of markets.
2. To understand key concepts in product and business model innovation.
3. To understand the future of business strategy.
4. To stimulate thinking on innovation in branding, communications and consumer strategy
5. To understand key concepts in the changing marketplace behavior.

READING ASSIGNMENTS:

A list of reading assignments is presented beside the topic for each class session. Beside each date are the chapters to be read for that class meeting. It is expected that students will be prepared to answer questions on the readings when called upon in that session or be tested on the chapters involved. Students are also expected to be up-to-date on current marketing and business issues from current periodicals (e.g. Business Week, Fortune, Wall Street Journal, etc.).

CLASS FORMAT:

The class will be conducted in a lecture – discussion format. Very little lecture time will be devoted to topics that the average student can readily comprehend on the basis of self-study and independent

reading. Instead class discussion will focus on those areas where comprehension is substantially enhanced by additional elaboration or illustration.

EXAMINATION PROCEDURES:

Two examinations will be conducted for this course. Class lectures, readings, current issues and other reading assignments will be covered on these examinations. The final examination will mostly focus on the concepts and the application of the concepts discussed in class. Two or more mini-tests, specified in advance will be conducted. More details will be provided in class.

MINI ASSIGNMENTS:

Mini-assignments that will help gain insight into topics discussed in class will be assigned on a regular basis.

MINI TESTS

In addition, some mini tests will be scheduled during the semester. Mini tests normally cover a single chapter or two. They are designed to reduce the reading load for the examinations and keep you current on the reading assignments.

OTHER ASSIGNMENTS/CASES:

Cases related to the lecture topics will be discussed during the semester. In addition, other mini-assignments that will help gain insight into topics discussed in class will be assigned.

THE TERM PAPER: "Excellence in Innovation"

The details of the term paper will be discussed in class. Both primary and secondary research may be required. In addition to what will be discussed in class, please observe the following general guidelines when writing your term paper.

1. The paper should be turned in on 8 1/2" x 11" paper. The plan should be double spaced, with appropriate margins on all sides.
2. Please staple your pages together. Do not use any cover or cover page.
3. Be sure that the first page has an appropriate title for the paper, and is clearly marked with your name and student ID numbers.
4. Late papers will not be accepted. The due date has been established on the first day of class, thereby leaving no doubts about when the paper should be turned in.
6. Papers that are particularly well written and organized will receive bonus points.
7. Papers that have grammar or spelling errors will receive lower evaluations. ONE POINT IS TAKEN OFF FOR EACH SPELLING OR GRAMMAR ERROR (even if it is the same error repeated), up to a maximum of 50 points per error. Please proofread your paper carefully, or have a friend proofread it to avoid losing points for spelling mistakes.
8. Please turn in BOTH a hard copy and an electronic copy of your term paper to the professor. The hard copy will be graded, and the electronic copy will be used to establish proof of submission.

ATTENDANCE:

I realize that some students work full-time, and have busy schedules. However, this is not an excuse for poor attendance, as you have made a time commitment when you signed up for this class. Any student who misses more than two scheduled "sessions" of class time will automatically fail the class, unless

truly exceptional circumstances are involved. In such cases, the student is required to seek prior approval from the professor. In extreme situations, where this is not possible, the student should contact the professor immediately after missing a scheduled session. The professor may refuse approval for absence for any reason, including past attendance record and performance in class.

GETTING THE MOST FROM THIS COURSE:

Students are the primary reason for the existence of a university. I consider students to be the most important people in a university. Consequently, I strive to achieve excellence in delivering value for the time, money and other resources expended by each student in taking this course. This includes a thorough dissemination of the subject matter, as well as insight to use the concepts discussed in class in your professional and personal lives. If you have any kind of problem that prevents you from getting the most out of this course, you are encouraged to immediately meet with me, and discuss the issue. If that is not possible, please e-mail me immediately. Do not be bashful about discussing any kind of problem related to this course with me. I will be delighted to listen to, and respond to any viewpoint or comment. You are also encouraged to build relationships with your classmates. Their backgrounds and experiences are a tremendous resource that can only enhance your own educational experience.

APPEALS:

If you feel some part of your examination or case was graded unfairly or harshly, or an examination question was unfair or ambiguous, you may appeal it according to the following guidelines:

1. You must indicate specifically and IN WRITING the reason for your appeal.
2. The entire examination or case concerned will be re-graded. Your grade can go UP or DOWN.
3. Appeals must be turned in NO LATER than one week after the examination or paper has been graded.

BONUS POINTS:

Bonus points, designed to assist student's secure higher grades, can be earned by INSIGHTFUL DISCUSSION in class, doing special assignments or participating in bonus exercises. Bonus points are given at the complete discretion of the professor and are based on his judgment. The professor has the right to cancel the bonus points of any student for any reason. Reasons could include poor attendance, academic misconduct, etc.

Some bonus assignments are also available during the semester. These usually will be short quizzes on materials from recent class sessions. There also may be opportunities to participate in marketing research projects for bonus points. Such assignments will be voluntary, and bonus points are additional to normal examination and assignment points.

Primarily however, the professor will award bonus points for class discussion. The goal here is to create a dynamic classroom environment, where students are encouraged to discuss their ideas, and challenge existing thinking. Bonus points are designed to encourage discussions in the classroom that simulate those in the business world. Usually bonus points are assigned when the professor believes that a student has added significant insight to the learning process in class through class discussion.

It is the student's responsibility to actively participate in class discussion, and attract the professor's

attention if they want to earn these bonus points. (This is no different than a normal workplace situation.) As this class is not graded on a “curve,” bonus points received by one student do not affect the grades of other students.

1. Bonus points have to be reported to the professor by email (sunil.erevelles@uncc.edu) on the same day that they are awarded.
2. The subject line on the email should read exactly “**BONUS-SPRING2019.**” (No spaces)
3. The student should state the number of bonus points received from the professor and briefly state the reason for receiving the bonus points.
4. Failure to follow these two procedures will result in the forfeiture of the bonus points- no exceptions.

OTHER ISSUES:

The schedule and standards established in this syllabus may be changed at any time by the professor. This is rare and is usually driven by changes that occur during the semester. If such changes are made, students will be advised as soon as it is reasonably possible. The use of cell phones and other communication devices are prohibited in class.

GRADING:

The final grade will be determined on the following weights (out of a total of 1000 points):

Examinations (Midterm: 300 points, Final: 400 points)	700 points (70%)
Mini tests, cases, assignments	200 points (20%)
Term Paper	100points(10%)

By attending class beyond the first week, students agree to follow the framework and rules related to this course that is described above. Final grades will be based on the following totals: (totals include bonus points)

920 and above	A (Superior Performance)
800-919	B (Good Performance)
700-799	C (Below Average Performance)
600-699	D (Poor Performance)
Below 600	Fail

ACADEMIC INTEGRITY:

Students have the responsibility to know and observe the requirements of The UNC Charlotte Code of Student Academic Integrity. This code forbids cheating, fabrication or falsification of information, multiple submissions of academic work, plagiarism, abuse of academic materials, and complicity in academic dishonesty. Any special requirements or permission regarding academic integrity in this course will be stated by the instructor, and are binding on the students. Academic evaluations in this course include a judgment that the student's work is free from academic dishonesty of any type, and grades in this course therefore should be and will be adversely affected by academic dishonesty. Students who violate the code can be expelled from UNC Charlotte. The normal penalty for a first offense is zero credit on the work involving dishonesty and further substantial reduction of the course grade. In almost all cases the course grade is reduced to F. Copies of the code can be obtained from the Dean of Students Office. Standards of academic integrity will be enforced in this course. Students are expected to report cases of academic dishonesty to the course instructor.

STATEMENT ON DIVERSITY: The Belk College of Business strives to create an inclusive academic climate in which the dignity of all individuals is respected and maintained. Therefore, we celebrate diversity that includes, but is not limited to ability/disability, age, culture, ethnicity, gender, language, race, religion, sexual orientation, and socio-economic status.

STATEMENT ON DISABILITIES AND OTHER ACADEMIC ACCOMODATIONS: UNC Charlotte is committed to access to education. If you have a disability and need academic accommodations, please provide a letter of accommodation from Disability Services early in the semester. For more information on accommodations, contact the Office of Disability Services at [704-687-0040](tel:704-687-0040) or visit their office in Fretwell 230.