MARKET CHANGE AND INNOVATING THE FUTURE
MBAD 6280 U90
SUMMER II - 2018
MODULE 1 (JULY 5 – JULY 19)

DR. SUNILEREVELLES

CLASSROOM: CCB 601
OFFICE: Friday 252B
CLASS HOURS: T, R 5:30 – 9:15 PM
E-MAIL: sunil.erevelles@uncc.edu
PHONE: Office: (704) 687-7681
Mobile: (704) 756-6055
OTHER READING: At least one current business periodical
(Required)
(e.g., BusinessWeek, Fortune, The Wall Street Journal, Fast
Company),
OFFICE HOURS: Monday 9:15 – 10:15 pm (CCB)
Wednesday, 11 am – 1:00 pm (Main Campus)
By appointment ANYTIME, 7 days a week
Also, if you wish to speak to me after class, please feel free to do
so.
REQUIRED READING: 1. Readings assigned for class
2. At least one current business periodical
(e.g., BusinessWeek, Fortune, The Wall Street Journal, Fast
Company)
OPTIONAL READING: Managing Change and Transition
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<th>DATE</th>
<th>TOPIC</th>
<th>ASSIGNMENT</th>
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<tr>
<td>July 5</td>
<td>The Genesis of Market Change and Strategy: Demographics and Predicting the Future</td>
<td>Read Articles 1, 2</td>
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<td>July 10</td>
<td>Power: Changing and Modifying Behavior</td>
<td>Read Article 3</td>
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<td><strong>Case 1: The Potential and Opportunity of an Underserved Senior Market</strong></td>
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<td>July 12</td>
<td>Market Opportunities,</td>
<td>Read Article 4, 5</td>
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<td>Business Model Innovation</td>
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<td><strong>Case 2: Business Model Innovation: Social Media Platforms</strong></td>
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<td>July 17</td>
<td>Company DNA Innovation</td>
<td>Read Article 6, 7, 8</td>
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<td><strong>Case 3: Company DNA Innovation</strong></td>
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<td>July 19</td>
<td>Innovation Platforms, Technology Innovation</td>
<td>Read Article 9, 10</td>
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<td><strong>Case 4: Innovation Platforms</strong></td>
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<tr>
<td>August 9</td>
<td>Final Examination (6:30 – 9:00 pm)</td>
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MBAD 6280: MARKET CHANGE AND INNOVATING THE FUTURE

This overview is designed to present information about "Market Change and Innovating the Future". It explains how the course will be conducted, methods of evaluation and assigned readings. This course has two “modules” taught by different instructors. Each module is independent, though complementary, and will be discussed further in class. Please review this syllabus carefully to prepare yourself for the successful completion of the course.

PURPOSE:

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

OBJECTIVES:

1. To understand the future of markets
2. To understand market change
3. To understand key concepts on behavioral change
4. To understand the future of innovation
5. To stimulate thinking on the future of strategy

READING ASSIGNMENTS:

A list of reading assignments is presented beside the topic for each class session. Beside each date are the readings for that class meeting. Students are also expected to be well read on current marketing and business issues from business periodicals (e.g. Business Week, Fortune, Wall Street Journal, etc.).

CLASS FORMAT:

The class will be conducted in a lecture – discussion - case 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.
EVALUATION PROCEDURES:

Four cases and one examination will be used to evaluate your performance for this course. Cases are group projects and will be discussed further in class. Class lectures, readings, current issues and other reading assignments will be covered on these cases and examination. The final examination will focus on the concepts and the application of the concepts discussed in class. More details will be provided in class.

ATTENDANCE:

I realize that many 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 one scheduled session 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 before missing a class. 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 case or examination 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 case or examination 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 students secure higher grades, can be earned by INSIGHTFUL DISCUSSION in class, by doing special assignments or by participating in bonus exercises. Bonus points are given at the 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 are totally voluntary, and bonus points are in addition to normal examination and assignment points.

Primarily however, the professor will award bonus points for insightful class discussion. The goal here is to create a dynamic classroom environment, where students are encouraged to discuss their ideas, and challenge existing thinking. Usually these 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. Bonus points have to be reported to the professor by e-mail (sunil.erevelles@uncc.edu) on the same day that they are awarded. The student should briefly state the reason for the bonus points and the number of points involved. The subject line on the email should read exactly “BONUS-CHANGE2018.” Failure to follow these two guidelines will result in the forfeiture of the bonus points-no exceptions.

**GRADING:**

The final grade will be determined on the following weights (out of a total of 1000 points). Each “module” will be graded out of a total of 500 points.

| Case 1: | 100 points |
| Case 2: | 100 points |
| Case 3: | 100 points |
| Case 4: | 100 points |
| Final Examination | 100 points |
| **Total** | **500 points** |

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) |
| 650-799 | C (Average Performance) |
| Below 650 | U |
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 DISABILITY 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 or visit their office in Fretwell 230.