



SCHOOL OF BUSINESS
MOUNT ST. JOSEPH UNIVERSITY

Managing Technology and Innovation - S2-20
Mount St. Joseph University School of Business

Course Number: MGT 510-CV

Level: Graduate, Required

Credit Hours: 3

Instructor Name: Darin A. Ladd (m) 513-544-9137; darin.ladd@msj.edu

Text Books:

- 1) Norman, D. The Design of Everyday Things: Revised and Expanded Edition. New York, NY: Basic Books. ISBN-13: 978-0465050659
- 2) Schilling, M. Strategic Management of Technological Innovation, 4th edition. New York, NY: McGraw-Hill. ISBN-13: 978-0078029233

MGT 510 Prework:

- 1) Read CH 1-3 in Schilling (4th edition). Skim the rest. Note that I am using the prior edition to save money.
- 2) Read CH 1-2 in Norman (a good, easy read). This is a classic.
- 3) Come up with *three* ideas for technology-based improvements that could be made to your current organization. These will be the basis of your individual course project, which we will essentially build during each class session.