Course Catalog Description

This course will cover the relationship between advances in technology and the creation of wealth from the new business opportunities that result from technical innovations. It will cover the basic principles from a historical perspective and then require students to apply those principles to emerging technological innovations. Emphasis will be of the acceleration of technological innovations resulting market place competition in their application to the satisfaction of economic needs.

Prerequisites:

MGT310 – MGT310 – Foundations of Management Theory and Practice

Student Learning Assessment:

Assessment Devise: Standard College grading scale will be used. The following items will be graded accordingly and will carry the assigned grading values:

<table>
<thead>
<tr>
<th>Assignment</th>
<th>Points</th>
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</thead>
<tbody>
<tr>
<td>Discussion</td>
<td>150</td>
</tr>
<tr>
<td>Assignments</td>
<td>100</td>
</tr>
<tr>
<td>Term Paper</td>
<td>100</td>
</tr>
<tr>
<td>Final Exam</td>
<td>150</td>
</tr>
<tr>
<td>Total Points</td>
<td>500</td>
</tr>
</tbody>
</table>

Passing grades for this course range from “A” through “D”. Grade values are as follows:

A = 90-100%  B = 80-89%  C = 70-79%  D = 60-69%  F = 59% or less

Course Goals and Objectives

Students will learn about the historical relationship between advances in technology and the development of new business models. Students will then demonstrate the ability to analyze and develop new business models based on current advances in technology.
**Learning Outcomes**

<table>
<thead>
<tr>
<th>Learning Outcomes</th>
<th>Learning Assessment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Describe the role of innovation and entrepreneurship in American history</td>
<td>Classroom Discussion, Assignment 1, Term</td>
</tr>
<tr>
<td></td>
<td>Paper and Final Exam</td>
</tr>
<tr>
<td>Analyze the new business models created by advances in technology</td>
<td>Classroom Discussion, Term Paper, and Final Exam</td>
</tr>
<tr>
<td>Evaluate the role in business success of being the early adopter of new technology</td>
<td>Classroom Discussion, Assignment 2, Term Paper and Final Exam</td>
</tr>
<tr>
<td>Appraise the importance of creating business models that take advantage of technological innovations</td>
<td>Classroom Discussion, Term Paper, and Final Exam</td>
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**Assignment Details**

All assignments will be previewed through the use of pre-determined scoring rubrics. A college level research paper on a topic germane to the seminar will be a key element of the class. The final exam will be comprehensive.

**Course Expectations**

**Academic Dishonesty:** Each student is expected to be honest in his or her work. Students will not get outside help for taking exams or quizzes. Cheating of any kind and plagiarism are both forms of dishonesty. Plagiarism includes, but is not limited to, the use, by paraphrase or direct quotation, of the published or unpublished work of another person without full and clear acknowledgment. It also includes the unacknowledged use of materials prepared by another person or agency engaged in the selling of term papers and/or other academic materials. Academic dishonesty will not be tolerated and may result in a failing grade and/or reporting to GBC Administration. Please be aware that faculty members have easy access to databases to double check any student work against published books or internet resources. You are therefore strongly encouraged to cite published work within quotation marks, e.g.: “As Dr. Melsin mentioned in his book…” or with appropriate referencing, e.g.: (Melsin 1999).

As per Great Basin College policy, plagiarism is defined as:

“Plagiarism is presenting someone else’s words, ideas or data as one’s own. When a student submits work that includes the words, ideas, or data of others, the source of that information must be acknowledged through complete, accurate, and specific references; and if verbatim statements are included, through quotation marks as well. In academically honest writing or speaking, the students will acknowledge the source whenever: 1) Another person’s actual words are quoted, 2) Another person’s idea, opinion or theory is used, even if it is completely paraphrased in the student’s own words, 3) Facts, statistics, or other illustrative materials are borrowed, unless the information is common knowledge.”

**Student Conduct:** Students are expected to follow the Student Conduct Policy for students in the Nevada System of Higher Education (NSHE) outlined in the GBC Catalog. The college catalog states, “Messages, attitudes, or any other form of communication deemed to be outside the bounds
of common decency/civility as judged by common standards of classroom behavior (determined, as they would be in a regular classroom, by the instructor) will not be tolerated.”

Any student who behaves rudely or inappropriately to another student or to the instructor will be dropped immediately. During the first week of class, students will be required to respond to an email from the instructor acknowledging that they have read the Student Conduct Policy and understand that they will be dropped from the class for violating it.

**Attendance/Participation:** Students are expected to attend regularly and have read the material assigned for that class session.

**Assignments:** Course work is due on the due day assigned. Assignments turned in late will drop one letter grade for each day late. This means that an “A” quality assignment turned in more than 3 days late would receive an “F”. All attempts will be made to grade and return assignments within 1 week of the date they were due.

**What you can expect from your instructors:** We will respond to your emails within 24-48 hours. You may also Text Dr. Matula at 858.382.1208

**ADA Statement:** GBC supports providing equal access for students with disabilities. An advisor is available to discuss appropriate accommodations with students. Please contact the ADA Officer (in Elko at 775.753.2271 at your earliest convenience to request timely and appropriate accommodations.

**Last Date to Drop:** Students **MUST** withdraw by Monday of the 10th Week of class in order to receive a “W” for the course. If student withdraw after Monday of the 10th Week of class they will automatically receive a grade of “F” for the course.

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#### Required Textbooks

ISBN: 978-0814414118


**Additional Reading:** News stories and articles will be assigned during the semester discussing emerging technology
**Course Schedule: Spring 2014**

*This class schedule is subject to change with prior notification by the instructors*

A.E = American Entrepreneur  
T.I. = The Innovators

<table>
<thead>
<tr>
<th>Week</th>
<th>Topic</th>
<th>Readings/Assignment</th>
</tr>
</thead>
</table>
| Dec. 15| Business Models, Technology and Entrepreneurship in the New Nation   | T.I. Chp. 1  
A.E. 1, 2, 3, 4,                                         |
| Dec. 22| The Steam Revolution and the Industrialization of America            | T.I. Chps 2, 3, 4, 5  
Assignment 1 Due  
Dec. 28, 2015 11:59 pm                                    |
| Dec. 29| The Railroads, Telegraph, Steel and Light                           | T.I. Chps 6, 7, 8, 9, 10, 11  
Assignment 2 Due  
Jan. 4 2015 11:59 pm                                    |
| Jan. 5 | Emergence of Consumer Markets, Modern Management and New Business Models | A.E. Chp. 5, 6, 7, 8, 9  
Term Paper Due  
Jan. 11, 2015 11:59 pm                                     |
| Jan. 12| The Technology Boom, Internet Age and Business of the Future        | A.E. Chp. 10, 11, 12, 13,  
Handouts  
Online Comprehensive Final  
Due: Jan. 17, 2015 11:59 pm                              |