

128R

---

## Class Syllabus



---

# Syllabus and Mechanics

### **What is Business Innovation and Growth All About?**

Innovative and entrepreneurial thinking and action is transforming businesses and organizations all over the world. It is important to understand and prepare for this revolution from educational, skills development, and career opportunity perspectives. The course begins with a basic introduction to business and entrepreneurship, and moves quickly through various stages of a business growth from ideation to launch. We also focus on *service innovation*, specification generation of new successful service ventures. The course is designed to help students gain the skills necessary to be successful in the business world in several ways: improved business acumen (sharper understanding of the fundamentals of businesses), new venture generation, and accelerated participation in existing ventures

The 128R course has the following objectives:

- To develop deeper understanding of the characteristics of business innovation and growth.
- To learn about opportunities offered by technology to improve productivity and value creation in service organizations.
- To understand service growth and expansion both domestically and internationally, and to appreciate the entrepreneurial opportunities in services.

### **Videos, Readings, Cases, Assignments**

This course provides intensive online learning experience. Our primary aspect of instruction is online lecture and reference videos supplemented with readings from books and other articles posted online. The readings and videos are required. There will be short assignments due each week in conjunction with viewing the lecture videos. There will be an exam during Weeks 8-10 (exact date/format to be announced).

Each week is structured with a series of video lectures (under Tritoned/Session), which you are to review on your own along with the readings and participate in online discussion forums.

### **Online Course Materials**

To access the online course materials, which are hosted on the UC Online Canvas site:

1. Login to the UCSD Canvas login page (<https://canvas.ucsd.edu/>)
2. Log in using your UC San Diego login ID and password
3. Click on the course title, “MGT 128R: Business Innovation and Growth”

The course will use two free online textbooks as a reference, which can be accessed as follows:

- [Entrepreneurship \(Open-Stax\)](https://openstax.org/details/books/entrepreneurship) (<https://openstax.org/details/books/entrepreneurship>)
- Teboul, “[Service is front stage: Positioning services for value advantage](https://link.springer.com/content/pdf/10.1057%2F9780230579477.pdf) (<https://link.springer.com/content/pdf/10.1057%2F9780230579477.pdf>)”. Instead Business Press/Palgrave Macmillan. Login through UCSD library and get the book at [Download from UCSD Library](http://roger.ucsd.edu/search~S9/?searchtype=t&searcharg=Service+is+front+stage&searchscope=9&sortdropdown=-&SORT=D&extended=1&SUBMIT=Search&searchlimits=&searchorigarg=ateboul) (<http://roger.ucsd.edu/search~S9/?searchtype=t&searcharg=Service+is+front+stage&searchscope=9&sortdropdown=-&SORT=D&extended=1&SUBMIT=Search&searchlimits=&searchorigarg=ateboul>).

**Final Project: New Service Innovation.** Shortly into the quarter (Week 2 or 3), we will form project teams. Your team will design a new service offering or significantly improve an existing service venture, and present it to the class in the last class session using short 5 minute videos. To do well in this exercise, it is imperative that the proposed new idea incorporates correctly the key concepts covered in the course. The service needs to have a reasonable chance of success in the marketplace. One class session (Week 9) will be devoted to teams sharing their projects with the class. The final deliverable is a team presentation describing the new service/venture, due the last week of the quarter (Week 9).

### **Grading and Policies (May be adapted for Spring 2021 due to Covid caution)**

Grades will be calculated as follows:

<b>Component</b>	<b>Percentage</b>
Online Class Participation/Quiz/Blog	40%

Exam 30%

Final Project (Team) 30%

Online Class Participation. Your participation in online discussions and additional class weekly quiz accounts for 30% of your grade.

Be sure to prepare and participate in the online forums every week. There will be one or more prompts posted on the Discussion boards.

<https://canvas.ucsd.edu/courses/26913/assignments/282788> You will be graded in terms of 0, 1, or 2 points. A good comment will get 1 point. Insightful/great comment will get 2 points. No comment will be 0!

**Late Work.** Late work will not be accepted. If you have a question about this or you have some specific issue, please contact our TA.

**Plagiarism.** We encourage working together. But don't cheat. Don't copy off your friend's exam, and don't copy your roommate's assignment. We'll know. Nevertheless, there may be a fine line between copying and working together. It is fine to work together, to study together, to discuss with friends and classmates, but when it comes to individual assignments, please complete these on your own. UC San Diego has a formal [Policy on Academic Honesty](https://students.ucsd.edu/academics/academic-integrity/policy.html) (<https://students.ucsd.edu/academics/academic-integrity/policy.html>).