

RA53500 Technology Management

Spring 2009

Group Project Assignment

The objective of this group project is to focus on developing your ideas and research for an analytical and critical **CASE STUDY** of a selected project, technology, process or method that engages the Management of Technology and Innovation in some form.

The project should analyze a real-world innovation. The intention is, over the semester, to research, discuss and document your selected study area, and then to take a critical observations. Students may conduct interviews with company executives to collect data/information if necessary.

There are three major requirements:

1. Proposal Presentation

(Presentation on March 11 for Wednesday session / March 12 for Thursday session)

Each group will have maximum 10 minutes to present the area of study and the motivation. The group leader should e-mail the softcopy of presentation slides to TA one day prior to the class.

2. Case Lead

(Paper due May 12 for Wednesday session / May 13 for Thursday session)

Students should be able to identify what the claims to innovation are, how well does your study area work, what are the problems and issues arising.

Write your paper in the case format. Your case will be delivered to all students for preview and internal discussion prior to the class. You will have to lead your case for the in-class discussion.

3. Final Paper

(Paper Due June 24 for Wednesday session / June 25 for Thursday session)

Base on the in-class discussion, the group should further analyze how might it be improved or done better. The intention of the study is not to simply document and research it, but also to take a critical position about its success and lessons to be learnt for the future.

Condense your case study into a written, illustrated and publishable article of 6-15 pages (A4 size, single space, font 12). The article should make for an interesting and informative read about your case study and be a short critical commentary about the subject.