

Strategic Planning, Communication & Innovation - Com. 6800

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Wed. 3:00-4:30PM

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Required Reading and Materials

- 1) W. Chan Kim and Renee Mauborgne, **Blue Ocean Strategy**, (Cambridge, MA: Harvard Business School Press, 2006).
 - 2) Chris Anderson, **The Long Tail: Why the Future of Business is Selling Less of More**, (New York: Hyperion, 2006).
 - 3) Richard A. Gershon, **Com. 6800 Course Pack**, including a full set of power point slides. The Com. 6800 course pack is available at the WMU bookstore.
 - 4) A set of on-line readings to correspond with weekly topic issues
 - 5) A three ring binder -- with section tabs for 10 units
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COURSE OUTLINE AND PRESENTATIONS:

Jan. 8 **Innovation Defined**

Jan. 15 **Strategic Planning (Part I.)**

Hamel, G . (2006). The what, why and how of management innovation.
Harvard Business Review, February, pp. 72-87.

Jan. 22 **Strategic Planning (Part II.)**

Friedman, T. (2005). *The world is flat*. New York, NY:
Farrar, Straus and Giroux. pp. 103-150.

Jan. 29 **Product Innovation**

Nathan J. (1999). *Sony the private life*, pp.137-157

Feb. 5 **Business Process Innovation**

Young, J. & Simon, W. (2005). *iCon Steve Jobs:
The Greatest Second Act in the History of Business*. pp. 275-297.

Feb. 12 **EXAM I.**

Feb. 19. **Business Model Innovation**

W. Chan Kim and Renee Mauborgne, *Blue Ocean Strategy*,
(Cambridge, MA: Harvard Business School Press, 2006).

Feb. 26. **Strategy, Innovation and the Global Organization**

Gershon, R.A. (2006). Issues in transnational media management. in A. Albarran,
M. Wirth & S. Chan-Olmsted (Eds.), *Handbook of Media Management
and Economics*. (pp. 203-228). Mahwah, NJ: Lawrence Erlbaum & Associates.

*** SPRING BREAK *** March 2nd -8th

Mar. 12 **Why Companies Fail to Innovate**

Christensen, C. (2003). *The innovator's solution*. Boston, MA: Harvard Business School Press, pp. 31-65.

Mar. 19 **Project Presentations**

Mar. 26 **Project Presentations**

Chris Anderson, *The Long Tail: Why the Future of Business is Selling Less of More*, (New York: Hyperion, 2006).

Apr. 2 **Innovation, Communication and Change Management**

Rogers, E. (1995). *Diffusion of innovation*, 4th ed., New York, NY: Free Press. assigned reading

Keen, A. (2007). *The cult of the amateur*. New York, NY: Doubleday pp. Introduction pp. 35-65.

Apr. 9 **Developing a Culture of Innovation**

Capodagli, B. & Jackson, (1999). *The Disney way*, pp.59-77.

Apr. 16 **Exam II.**

Potential Reading List – select articles and chapters

- Chesbrough, H. (2003). *Open innovation: the new imperative for creating and profiting from technology*. Boston MA: Harvard Business School Press.
- Christensen, C. (1997). *The innovator's dilemma*. Boston, MA: Harvard Business School Press.
- Christensen, C. (2003). *The innovator's solution*. Boston, MA: Harvard Business School Press.
- Friedman, T. (2005). *The world is flat*. New York, NY: Farrar, Straus and Giroux.
- Gershon, R.A. (2006). Issues in transnational media management. in A. Albarran, M. Wirth & S. Chan-Olmsted (Eds.), *Handbook of media management and Economics*. (pp. 203-228). Mahwah, NJ: Lawrence Erlbaum & Associates.
- Hamel, G . (2006). The what, why and how of management innovation. *Harvard Business Review*, February, 72-87.
- The Innovation Economy. (2004, October 11). *Business Week*, 90-202.
- Keen, A. (2007). *The cult of the Amateur*. New York, NY: Doubeday
- Kim, W.C. & Mauborgne, R. (2005). *Blue ocean strategy*. Boston, MA: Harvard Business School Press.
- Lieberman, I. (1993). Privatization: the theme of the 1990's. *Columbia Journal of World Business*, 28(1), 8-17.

- Monge, P. & Contractor, N., (2003). *Theories of communication networks*. New York, NY: Oxford Press, 2003.
- Monge, P. & Eisenberg, E. (1987). Emergent communication networks. In F. Jablin, L. Putnam, K. Roberts, & C. O'Reilly (Eds.) *Handbook of organizational communication*, (pp. 304-342). Norwood, NJ: Ablex.
- Most Innovative Companies. (2007, May 14). *Business Week*, 52-60.
- Noam, E. (2001). *Interconnecting the network of networks*. Cambridge, MA: MIT Press.
- Olmsted, S.C. (2006). *Competitive strategy for media firms*. Mahwah, NJ: Lawrence Erlbaum & Associates, Inc.
- Poole, I.S. (1990). *Technologies without boundaries*. Cambridge, MA: Harvard University Press.
- Rogers, E. (1995). *Diffusion of innovation*, 4th ed., New York, NY: Free Press.
- Schumpeter, J. (1942). *Capitalism, socialism and democracy*, New York, NY: Harper & Row.
- Wirth, M. (2006). Issues in convergence. in A. Albarran, M. Wirth & S. Chan-Olmsted (Eds.) *Handbook of media management and economics*. (pp. 445-462). Mahwah, NJ: Lawrence Erlbaum & Associates