Strategic Planning, Communication & Innovation - Com. 6800

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Required Reading and Materials

1) W. Chan Kim and Renee Mauborgne, Blue Ocean Strategy,

2) Chris Anderson, The Long Tail: Why the Future of Business is

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
COURSE OUTLINE AND PRESENTATIONS:

Jan. 8  Innovation Defined

Jan. 15  Strategic Planning (Part I.)

Jan. 22  Strategic Planning (Part II.)

Jan. 29  Product Innovation

Feb. 5  Business Process Innovation

Feb. 12  EXAM I.

Feb. 19  Business Model Innovation

Feb. 26  Strategy, Innovation and the Global Organization

*** SPRING BREAK *** March 2nd - 8th
Mar. 12  **Why Companies Fail to Innovate**


Mar. 19  **Project Presentations**

Mar. 26  **Project Presentations**


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


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


Apr. 16  **Exam II.**
Potential Reading List – select articles and chapters


