Lecture 1

Introduction

http://stellar.mit.edu/S/course/2/fa06/2.96/
Today’s Goals

- Introduce what we plan to do.
- Help you decide to stay or to drop.
- Assign you to a team.
Teaching Staff

- Professor Jung-Hoon Chun
  - jchun@mit.edu, 35-233

- TA: Yassir Azziz
  - yazziz@mit.edu, 37-354
Course Objectives

- Provide exposure to key principles and practices used in engineering management.

- Provide opportunities to analyze cases in management of innovation.
Course Schedule

- Lectures: 9:30 am – 11:00 am on Monday and Wednesday
- Recitation: To be arranged
Lectures and Cases

- Accounting and financial principles
- R&D management
- New business/project development
- Best management practices
Tentative Class Schedule

- 9/6 Introduction
- 9/11 Business Plan I
- 9/13 Brainstorming
- 9/18 Financial I
- 9/20 Financial II
- 9/27 Financial III
- 10/2 Ratio Analysis I
- 10/4 Ratio Analysis II
- 10/11 Legal Issues: IP
- 10/16 Matson Navigation Case
- 10/18 Semantics
- 10/23 Progress Report
- 10/25 Selling
- 10/30 Quiz Review
- 11/1 Quiz
- 11/6 Business Plan II
- 11/8 Activity-Based Costing
- 11/13 Strategic Planning and Management of Technology
- 11/15 Omniport Houston Case
- 11/20 Technology Choice
- 11/22 No class
- 11/27 Pilkington Float Glass
- 11/29 Success Factors in Start-up Companies
- 12/4 TBD
- 12/6 Ethics
- 12/11 Project Presentation
- 12/13 Project Presentation
Textbook

A packet of readings and cases available from the MIT Copy Tech Center located in 11-004
Credit and Workload

A 12-unit subject. Each week, on the average, the course requires:

- 3 hours of lecture or class discussion,
- 1 hour of group discussion, and
- 8 hours of study and preparation for the class discussion.
Grading

Your grade will be based on your overall performance in classes. Lectures as well as case study method of instruction emphasize participation in class discussion.

- One quiz: 20%
- Cases: 40%
- Project: 30%
- Participation: 10%
Class Participation

- Attendance
- Reading of all assigned materials prior to discussion (Collect assignments before classes start)
- Contribution to class discussion
Reading Assignment

- “Understanding Financial Reports” by Merrill Lynch
- Pop quiz at the beginning of the Wednesday (9/13) class (Part of your class participation grade)