EASTON TECHNOLOGY MANAGEMENT CENTER
UCLA ANDERSON SCHOOL OF MANAGEMENT
MGMT 180-Technology Leadership: Transforming the Paradigm Between Consumers, Business & Society
Instructor: Robinne Eller
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(Updated as of 3.09.2021)

Class Format (may vary) :

- ❏ Lecture 9:00 AM - 9:45 AM
- ❏ Class Discussion/Activity 9:45 AM - 10:00 AM
- ❏ 30 min. break
- ❏ Break-out groups 10:30 AM - 11:00 AM
- ❏ Guest Speaker (includes Q&A) 11:00 AM - 11:50 AM
- ❏ Closing remarks, Class ends by 12:00 PM

COURSE CATALOG DESCRIPTION:

In this course you will learn the skills needed to become a successful leader of digital technology at any level. You will understand how innovation is driven by responses to persistent IT challenges and the race to capture the mindshare of the connected consumer. Each discussion will explore how the evolution of software development is poised to drive significant change in business models and through a broad selection of reading material, lectures and deep study, the course will also explore how data science, artificial intelligence, the Internet of things, digital and social media are changing our world. This course will also prepare you to develop a more analytical mindset through the introduction of methodologies that allow enterprises and entrepreneurs to develop new business models and products. Recommended for students aiming to enhance their ability to lead at any level and gain a deep understanding of computing sciences that are shaping industries and consumer behavior.

COURSE GOALS & OBJECTIVES

- Gain a deep understanding of the latest technologies and related new products/services (artificial intelligence, internet of things, cloud computing) which have disrupted existing industries and created new ones.
- Explore emerging trends that are reshaping society and culture and how they are driving global economies.
- Learn how to effectively practice innovative leadership that influences and inspires positive change.
- Identify emerging business models and how to harness trends that are likely to be the next wave of progress.

- Understand the role of social responsibility, equity and businesses that balance purpose and profit - businesses that consider the impact of their decisions on their workforce, customers, suppliers, community, and the environment.
- Gain a deep understanding of the traits of successful leaders who have adapted to rapidly changing paradigms in preparation for the marketplace of the future.

Grading:
Participation: 10%
Assignments/Quizzes: 15%
Attendance: 25%
Midterm: 25%
Final Project: 25%

Handouts:
- In addition, case studies, exercises, and articles will be assigned prior to the start of class. Professor may require one textbook as the basis of the course. TBA by May 2021

COURSE OUTLINE

Monday, June 21, 2021
Week 1 - Digital Technology in Business and Society ● Overview of Digital Technology ● The Impact of Technology on Business ● Advancements in AI, Data Mining, Machine Learning, Cloud architectures, IoT, Blockchain, Social Media and Smartphones and its impact on economies and culture **Readings -** ❑ *Tech Trends 2021, Deloitte*

Wednesday, June 23, 2021
Week 1 - Technology Leadership ● Best Practices for a Better Tomorrow ● Leadership and Management ● Fostering Innovation **Guest Lecturer:** Dinesh Moorjani, Co-Founder of Tinder

Readings -

- ❏ *Train your People to Think in Code* - (HBR Article) Waller, David
- ❏ *The Elements of Value* (HBR Article) Almoquist, Eric, John Senior and Nicholas Bloch
- ❏ *The State of Leadership: Is Disruption Creating a Crisis in Confidence?* (handout)
- ❏ *From Good to Great, Chapters 1 - 3*

Monday, June 28, 2021

Week 2 - Data Science

- Ethical Implications of Data Science
- Data Science and the Future of Consumer Experience
- Cryptocurrency

Guest Lecturer: Michael Bagalman, VP of Insights and Analytics, Starz Network

Readings -

- ❏ *Ethical Technology and Trust: Applying your company's values to technology, people, and processes (Deloitte - handout)*
- ❏ *Case Study: The Strategy Behind TikTok's Global Rise by Rebecca Fannin (handout)*

Wednesday, June 30, 2021

Week 2 - Organizational Structure

- Entrepreneurs and Intrapreneurs
- Building a Team and Creating Culture
- New Directions—Lean, Flat, Agile, Flexible, Robust

Guest Lecturer: Carlos Hattix, Lead Recruiter for Amazon, Microsoft, Uber

Readings -

- ❏ *From Good to Great: Why Some Companies Fail - Chapters 7 and Chapter 8*
- ❏ *The Innovator's Dilemma*, Clayton Christensen Chapters 1, 2 and 3

Monday, July 5, 2021

Week 3 - What Makes Great Companies

- Developments inspired by IT Challenges
- How Companies Apply Macro Forces for New Ways of Doing Business
- Purpose Driven Organizations, from Non-Profits to B-Corps

Guest Lecturer: Harry Lin, Head of Business Development, IMDB an Amazon Company

Readings -

- ❏ *Building the Future Workforce -* https://s3.amazonaws.com/marketing.mitsmr.com/offers/DeloitteFRCollection0320/MITSMR-Deloitte-Future-Workforce.pdf (handout)
- ❏ *Macro Technology Forces,* Deloitte Digital (handout)
- ❏ *Why Companies are Becoming B Corps* by Deloitte Digital (handout)

Wednesday, July 7, 2021

Week 3 - Digital Product Development

- Dissecting the Product Development process
- Product Management
- Team Dynamics and Problem Solving Methodologies

Guest Lecturer: Clorama Dorvillas, Product Manager, Oculus/Facebook

Readings -

- ❏ Lean Product Management 1.1 - (handout)
- ❏ *Finance and the Future of IT* (handout)

Monday, July 12, 2021

Week 4 - Technology and Emerging Markets

- Challenges and Trends in Sub-Saharan Africa
- Solving Global Crises through Innovation

Guest Lecturer: Dara Oke, Product Designer, Netflix

Readings -

- ❏ *The Innovator's Dilemma*, Clayton Christensen Chapters 4 and 5
- ❏ *Leading with Purpose and Humanity*

https://hbr.org/2021/03/a-time-to-lead-with-purpose-and-humanity (handout)

- ❏ *Horizon Next: A Future Look at Trends (*handout)
- ❏ Case Study: Cracking Frontier Markets (HBR (handout)

Wednesday, July 14, 2021

Week 4 - Marketing During the Time of Crisis

- The Next Frontier for Developed Nations
- Big Pharma Technology
- Disruption and the Health Industry

Guest Lecturer: Shoshanna Rosen, Media Marketing Operations, AMGEN

Readings -

- ❏ *Handouts TBD*
- ❏ *The Innovator's Dilemma*, Clayton Christensen Chapters 6, 7 and 8

Monday, July 19, 2021

Week 5 - Streaming media, Gaming and their Business Models

- How Streaming Media has Transformed Culture
- User Privacy and User Data: Ethics in a Digitized World
- Cryptocurrency and Gaming

Guest Lecturer: Benjamin Hoyt, VP of Production, Hxro

Readings -

- ❏ Case Study: *Why is it So Hard for Users to Control their Data*; Baskrar Chakravorti, Harvard Business Review
- ❏ Case Study: The Kind of Creativity that Fueled WeChat's Success

Wednesday, July 21 2021

Week 5 - Emerging Trends

- Artificial Intelligence & Retail

- MOOGs, Telehealth and Other Disruptive Technology Waves
- Evolved Business Models from Pandemic Disruption

Guest Lecturer: Rita Ravindra, Chief Operating Officer, Fitplan

Readings -

❏ *Human Experience Platforms*, **Deloitte Digital**
❏ *Handouts TBD*

Monday, July 26, 2021

Week 6 - Leadership

- The Psychology of a Leader
- How to Lead with Influence
- Studies on Teamwork and Collaboration

Guest Speaker: Brian Barry, Chief of Staff, Los Angeles Area Chamber of Commerce

Readings -

❏ *Handouts TBD*

Wednesday, July 28 2021

Week 6 - Final Exam & Short Lecture

- Final Exam
- Creating Culture at any Level in an Organization
- Opportunities & Careers in Technology Fields

Readings - None

GROUP PRESENTATIONS/FINAL PROJECT