

MTM and Innovation



Innovation and change - the concepts work for educational programming. In fact, they are deeply ingrained in the Stevens approach to curriculum.

The Masters in Technology Management (MTM) is a closely integrated degree. The path from beginning to end is finely choreographed. Themes are carried throughout, information builds systematically and coursework culminates in a final experiential exercise.

This final "business game" computer simulation challenges students to practice steering an imaginary corporation with their newly enhanced business skills. Teams take the tiller in this America's Cup of business education, competing for the best results on the rough seas of commerce.

It was radical innovation when former Stevens Professor, Dr. Fred Cleveland wrote his mainframe-based simulation in the 60's. Physical technology offered an important new approach to education technology. Students could bridge the distance between theory and application.

Continuing with this idea, Stevens adopted newer software in the 90's for use in the graduate management program, still educationally daring. Led by Alliance researchers and professors Drs. Lem Tarshis and Jack McGourty, the course incorporated such innovations as industrial review panels and student team assessment techniques. These educational innovations were later incorporated into the MTM program.

When the initiative for the MTM program began, SATM members encouraged the use of a capstone course, to bring all of the pieces together. Since Stevens had pio-

neered computer-simulated business laboratories, it was not difficult to picture the value for the program.

For the first five graduating classes of the MTM Program, the subject of the simulation has been a high-tech multi-national company. But change is afoot. The MTM is considering an incremental change. The process is just beginning, but the idea and the perceived need are both present.

Why change? Because new software uses the power of the Internet for collecting student data input. Because student teams can invent and execute innovations in their simulated product. And because the changes will lead them to a much richer experience with the effect of marketing strategies.

The best reason for change is because it has the potential to dramatically improve the quality of the experience. After all, Stevens has a culture of educational innovation and change.

For Information about the Stevens Masters in Technology Management Program, Contact Elizabeth Watson at 201-216-5081.