

MANAGEMENT OF TECHNOLOGY

Course Code: 15HM1106

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Course Outcomes:

At the end of the course the student will be able to

CO1: Understand the basic concepts of technology and its requirement to industry.

CO 2: Analyze different dynamics and approaches of technology and how technology cycle works.

CO3: Determine the role of strategic planning in technology planning and its evaluation methods.

CO 4: Classify different facets of technology partnership with intermediaries and licensing.

CO 5: Acknowledge various technology outsourcing and technology upgradation modes.

UNIT – I: Introduction

(10 lectures)

Technology origin and evolution - Technology as an asset- Competitive technology strategic options- Types of commercialization -Commercialization process- Technology opportunities- Technology scale up- Transfer decision making- Choice of technology- Tailoring technology to meet specific industry requirements.

UNIT – II: Technology Cycle

(8 lectures)

Technology cycle and understanding technology change- Responding to technology dynamics- Adoption of technology- Overcoming resistance- Different dynamics and approaches.

UNIT – III: Technology Assessment

(10 lectures)

Dissemination of technology information and strategic planning- Technology choice and evaluation methods- Analysis of alternative technologies- Implementation of technology programmes.

UNIT – IV: Technology Licensing and Partnering

(8 lectures)

In-house development- Partnerships with Intermediaries- Sponsored Development- Joint Development- Collaborative development- Technology licensing- Rights of license holders- Financial terms- Documentation.

UNIT – V: Technology Negotiation and Diffusion

(12 lectures)

Technology negotiation- Preparation and conduct of negotiation -Technology outsourcing- Socio, economic, political, legal and cultural considerations- Technology diffusion- Technology transfer modes- Technology up-gradation- Technology modernization -Adoption of new technologies- Absorption of new technologies- Absorption process.

Text Books

S.No	Author	Title	Edition	Publisher	Year
1	Vijaya Kumar Khurana	Management of Technology and Innovation	2 nd	Ane books India	2007
2	Rastogi P.N	Management of Technology and Innovation	1st	Sage Publications	2009
3	CSG Krishnamacharyulu&LalithaRamakrishnan	Management of Technology	1st	Himalaya Publishing House Private Limited	2008
4	Scott Shane	Technology Strategy for Managers and Entrepreneurs	1st	Pearson Education	2009

Reference Books

S.No	Author	Title	Edition	Publisher	Year
1	Traek M Khalil	Management of Technology	1st	Mc Graw Hill	2003
2	White and Bruton	The Management of Technology and Innovation	1st	Cengage Learning India	2009
3	Pradip N Khandwalla	Lifelong Creativity—An Unending Fest	1st	Tata Mc Graw Hill	2004