

Course focusing on Environment and Sustainability

Sem.	Course Code	Advanced Learners course TECHNOLOGY MANAGEMENT	Total Marks : 100		Hours Per Week	Credits
			CIA : --	ESE:100		
IV	17UACAL409					2

OBJECTIVE:

To enable the students to understand the Technology growth, changes, forecasting techniques, assessment, strategy and competitiveness.

COURSE OUTCOMES:

At end of the course, students will be able to

- CO1 Understanding the concept of technology management.
- CO2 Helps to acquire competitive advantages through new technologies.
- CO3 Focus on the technological forecasting.
- CO4 Gain the knowledge on technology assessment.
- CO5 Apply the strategy in technology management.

UNIT - I

Introduction to Technology Management: Concept and meaning of technology - Evolution and growth of technology - Role and significance of management of technology - Impact of technology on society and business. Forms of technology: Process technology and product technology.

UNIT - II

Competitive advantages through New Technologies: Product development - From scientific breakthrough to marketable product - Role of Government in Technology Development - Linkage between technology - Development and competition - Managing research and development (R&D) - Managing Intellectual Property.

UNIT - III

Technological Forecasting and Exploratory: Intuitive – Extrapolation - Growth Curves - Technology Monitoring. Normative: Relevance Tree - Morphological Analysis - Mission Flow Diagram - Techniques and applications.


UNIT - IV

Technology Assessment: Technology Choice - Technological Leadership and Followership. Technology Acquisition: Meaning of Innovation and creativity - Innovation management.

UNIT - V

Technology Strategy: Concept types - Key principles - Framework for formulating technology strategy. Technology diffusion and absorption: Rate of Diffusion - Innovation Time and Innovation Cost - Speed of Diffusion. Project management in adoption and implementation of new technologies.




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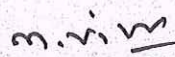
TEXT BOOK:

1. B.Nandhakumar, Industrial Relations Labour Welfare and Labour Laws, 1st Edition, 2014, Vijay Nicole Imprints Pvt. Ltd. Chennai.


BOOKS FOR REFERENCE:

1. Fossum, J.A, Labour Relations Development, Structure, Process, 1st Edition, 1999, Irwin McGraw-Hill, New Delhi.
2. Farnham, D. and Pimlott, J, Understanding Industrial Relations, 4th Edition, 1993, Cassell Education Ltd. London.
3. Katz, H.C. and Kochan. T.A, An Introduction to Collective Bargaining and Industrial Relations, 6th Edition, 2008, Irwin McGraw-Hill, New Delhi.
4. Salamon, M, Industrial Relations: Theory and Practice, 1st Edition, 1987, Prentice-Hall, New Delhi.
5. Bendix, S, Industrial Relations in South Africa, 3rd Edition, 1987, Revised Juta, United States.

QUESTION PAPER PATTERN		
SECTION - A	SECTION - B	SECTION - C
10 x 1 = 10 Marks (Multiple Choice, Four options) Two questions from each unit	5 x 7 = 35 Marks (Either or choice) Two questions from each unit	3 x 10 = 30 Marks (Answer any three Questions) One Question from each unit


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