Department of Humanities and Social Sciences

Course Profile

Course Number : **STS / MAN 476**	Course Title : **Strategic Management of Technology**
Required / Elective : Elective	Pre / Co-requisites : -
Catalog Description: Process of technological change: Innovation and diffusion. Technological environment. Competitiveness; securing competitive advantage of firms. Technology intelligence. Mechanisms of data collection. Technology – business connection. Putting technology into corporate planning. The key principles of technology strategy. Design and evolution of technology strategy. Technological collaborations.	Textbook / Required Material : -

Course Structure / Schedule : **(3+0+0) 3 / 5 ECTS**

Extended Description : The key purpose of this course is to help the managers deal with issues of technology and innovation since they became one of the most important strategic factors and fundamental elements for competitiveness in the globalized economy. In order to avoid marginalization, companies have sought to improve and refine the way how they approach to the management of technology and innovation that necessitates an in depth learning by managers at all levels.

Course Outline

Week	Topics
1	Introduction
2	Technology & Industrialisation
3	Technology: Definition & Characteristics, Management of Technology
4	Understanding Technology Management Activities and Tools
5	Technological Environment
6	Competitiveness; Creating Firm-level Competitive Strategy
7	Determinants of National Competitive Advantage
8	Technology Acquisition
9	Technology Exploitation
10	Technology Identification
11	Learning
12	Technology Selection
13	Colloborative Arrangements
14	Collaborating with the Competitor
15	Overview & Conclusion

	Design content : none	Computer usage: No particular computer usage required				

Course Outcomes:

	Program Outcomes	*Level of Contribution				
		1	2	3	4	5
1	Apply analytical and critical thinking skills to contemporary global issues.				X	
2	Describe the interrelationships between science, technology, and society.			X		
3	Describe the interrelationships between art, culture, and society.					
4	Explain the historical, political and economic conditions in which science and technology emerge.	X				
5	Explain the historical, political and material conditions in which art and cultural expression emerge.					
6	Analyze how modes of thought are shaped by socio-cultural, historical, political and economic variables.		X			
7	Apply discipline-relevant methods to HSS research assignments.					
8	Summarize and assess current developments in their subject area.					X
9	Recognize ethical issues and social responsibilities in the contemporary world.					
10	Synthesize complex ideas in clear and concise ways.				X	
11	Generate creative solutions to local and/or global problems.				X	
12	Recognize relevance of coursework to personal experiences, lifelong learning, and job security.			X		
13	Demonstrate an ability to function on teams.		X			
14	Demonstrate an ability to communicate effectively with written, oral and visual means.				X	

Recommended reading : -

Teaching methods : Class participation: Pre-class readings, lecture and class discussions, individual research/case study and team work for presentation.

Assessment methods : Exams, class presentation, class survey.

Student workload:

       Pre-class reading ....20 hrs

       Lectures ……………………………………45 hrs

       Homework preparatory reading ………….. 10 hrs

       Case study ………………………………...10 hrs

       Literature review for research …………… 25 hrs

       Team work for presentation ………………15 hrs

       TOTAL …………………………… 125 hrs …… to match 25x5 ECTS

Course Category:

ISCED General Area Codes	General Ares	ISCED Basic Area Codes	Basic Educational Areas	Percentage
1	Education	14	Teacher Training and Educational Sciences	
2	Humanities and Art	21	Art	
2	Humanities and Art	22	Humanities	10
3	Social Sciences, Management and Law	31	Social and Behavioral Sciences	90
3	Social Sciences, Management and Law	32	Journalism and Informatics	
3	Social Sciences, Management and Law	38	Law	
4	Science	42	Life Sciences	
4	Science	44	Natural Sciences	
4	Science	46	Mathematics and Statistics	
4	Science	48	Computer	
5	Engineering, Manufacturing and Civil	52	Engineering	
5	Engineering, Manufacturing and Civil	54	Manufacturing and Processing	
5	Engineering,	58	Architecture and	

	Manufacturing and Civil		Structure	
6	Agriculture	62	Agriculture, Forestry, Livestock, Fishery	
6	Agriculture	64	Veterinary	
7	Medicine and Welfare	72	Medical	
7	Medicine and Welfare	76	Social Services	
8	Service	81	Personal Services	
8	Service	84	Transport Services	
8	Service	85	Environment Protection	
8	Service	86	Security Services	
Prepared by : Prof. Dr. Hacer Ansal		Revision Date : 28. 06. 2013		