

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 / 6 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.	
Design content : none	Computer usage: No particular computer usage required
<p><u>Course Outcomes:</u></p> <ol style="list-style-type: none"> 1- Explain how the social and economic environment shape scientific and technological developments (2,4). 2- Describe how technology is analyzed from different perspectives (6) 3- Analyze conditions necessary for generating competitive advantage (1,8). 4- Analyze the problems related to technology transfer to different environment (2). 5- Recognize the problems related to generate an innovation culture in a country (9,10). 6- Assess the current technological developments and related problems (10,11). 7- Present a technological development issue through team work (13,14). <p>(1) Apply analytical and critical thinking skills to contemporary global issues.</p> <p>(2) Describe the interrelationships between science, technology, and society.</p> <p>(4) Explain the historical, political and economic conditions in which science and technology emerge.</p> <p>(6) Analyze how modes of thought are shaped by socio-cultural, historical, political and economic variables.</p> <p>(8) Summarize and assess current developments in their subject area.</p>	

(9) Recognize ethical issues and social responsibilities in the contemporary world.

(10) Synthesize complex ideas in clear and concise ways.

(11) Generate creative solutions to local and/or global problems.

(13) Demonstrate an ability to function on teams.

(14) Demonstrate an ability to communicate effectively with written, oral and visual means.

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
Preparatory reading	35 hrs
Case study	10 hrs
Literature review for research	25 hrs
Team work for presentation	15 hrs
TOTAL	150 hrs

Prepared by : Prof. Dr. Hacer Ansal

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