

III Year MCA I Semester

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**MC309 MANAGEMENT OF TECHNOLOGY**  
**ELECTIVE– III**

**Objective of the Course:**

*The Objective of this course is to expose students to the importance of technology in conducting of business and its skillful management for optimum results.*

**UNIT - I**

**(12 Hrs)**

Technology and Society – Definition of Technology – knowledge and Technology – Technology and Business – Classification of Technology – Management of Technology – MOT at the Firm Level – MOT at the National / Government Level.

**UNIT - II**

**(12 Hrs)**

Critical Factors in Managing Technology – The Creativity Factor – Invention – Innovation – The link between Science and Technology – Types of innovation – creativity and innovation – Bringing innovation to market.

**UNIT - III**

**(12 Hrs)**

Technology life Cycle – The S-Curve of technological progress – the Technology life cycle and market Growth – multiple – Generation Technology – Technology and Market Interaction – Science – Technology Push – Market Pull – The Product life Cycle – Competition at different phases of the Technology life cycle.

**UNIT - IV**

**(12 Hrs)**

Business strategy and technology strategy: What is meant by strategy? – Formulation of a strategy – Technology and the concept of core competence – Integration – Linking technology and business strategies – creating the product – Technology – business connection.

**UNIT - V**

**(12 Hrs)**

Management of Technology and Global competitiveness – The case of Japan – The case of Singapore – a comparison of international competitiveness: Economic indicators.

**Text Books:**

1. Tarek Khalil, Management of Technology—The Key to Competitiveness and Wealth Creation, McGraw Hill, Boston, 2006.
2. V.K.Narayanan, Managing Technology and Innovation for Competitive Advantage, Pearson Education, 2006.

**Reference Books:**

1. Norma Harrison & Danny Samson, Technology Management—Text and International Cases, McGraw-Hill International, 2005.
2. P.N.Rastogi, Managing Creativity, Macmillan India Ltd, 2003.
3. William L Miller and Longdon, Morris, Fourth Generation R & D, John Wiley & Sons Inc.
4. Pradip N Khandwalla: Lifelong Creativity—An Unending Fest, TMH, 2004.
5. Pradip N Khandwalla: Corporate Creativity, TMH, 2006.
6. White: The Management of Technology & Innovation Thomson,20.