

6. **Case Study1:** Goel, D. P., (2012). *Management Information System*. 2nd Ed (2), New Delhi: Mc Millan Publishers, 20-21
7. **Case Study2:** Goel, D. P., (2012). *Management Information System*. 2nd Ed (2), New Delhi: Mc Millan Publishers, 264-278.

NOTE: The list of cases, specific references and books including recent articles will be announced in the class by concerned teachers from time to time.

MBA II Year	MBA-E317/417		Semester-III/IV		
	Technology Management				
Time Allotted for End Semester Examination	Marks Allotted for Internal Assessment	Marks Allotted for End Semester Examination (ESE)	Maximum Marks (MM)	Total Credits	Maximum Hours
3 Hrs.	30 (20+10)	70	100	03	40

OBJECTIVE: To develop an integrated approach to technology management through life cycle of technology.

- Process and perspectives of technology management, scanning, acquisition, assimilation, absorption, business strategy and technology strategy adaptation, critical factors in managing technology, improvement and planning. **(8 hours)**
- Technology life cycle and forecasting, technology transfer, technology development: Management of R&D, product design and development, commercialisation of R&D, R&D manufacturing. marketing interface, R&D project management. **Case Study1:** Enabling excellence in operations through technological innovation. **(8 hours)**
- Technology development and competitiveness, technology and business strategy. **(8 hours)**
- Technology innovation and creative transformation in the knowledge age; critical trajectories, Technology entrepreneurship, assessing the need, market dynamics. **(8 hours)**
- IPR, technology and role of government; International protocols. treaties, standards; International comparisons of technology management. **Case Study2:** Vodafone Egypt (A): the investment decision. **(8 hours)**

SUGGESTED READINGS:

1. Khalil, T.(2009). *Management of Technology: The Key to Competitiveness and Wealth Creation*. International Edition. Tata McGraw.Hill, New Delhi.
2. Langlois, S. L. (2008). *Technocrime: Technology, Crime and Social Control*. Willan Publishing.
3. Sherif, H. and Khalil, T.(2007). *New Direction in Technology Management*. Elsevier Publisher
4. Thamhain, H. J., (2005). *Management of Technology: Managing Effectively in Technology Intensive Organisations*. 2nd Ed. John Wiley and Sons, New Delhi.
5. Megantz, R.C.(2002). *Technology Management: Developing and Implementing Effective Licensing Programs*”, John Wiley and Sons, New Delhi.
6. **Case Study1:** <https://www.emeraldinsight.com/doi/full/10.1108/20450621111151767>
7. **Case Study2:** <https://www.emeraldinsight.com/doi/full/10.1108/20450621111110456>

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