

COURSE RECORD

Code	BA 429
Name	Technology Management
Hour per week	3 (3 + 0)
Credit	3
ECTS	5
Level/Year	Undergraduate/3-4
Type	Elective
Prerequisites	-
Description	This course examines key concepts, models, and tools essential for managing technological innovation and transformation. Students will explore how firms and industries evolve through new technologies and how innovation affects competitive dynamics. Topics include innovation strategy, technology acquisition and transfer, and assessment methods. The course aims to develop students' ability to interpret technological environments, identify emerging trends, and make informed managerial decisions related to technology development, adoption, and commercialization.
Objectives	Introducing core concepts related to technology and innovation management. Examining how innovation influences competitive dynamics of markets. Exploring strategies for managing technology within firms. Enhancing the ability to identify and assess emerging technological trends.
Learning Outcomes	<i>By the end of this course, students will be able to:</i> LO1. Assess the scope and complexity of challenges in technology management. LO2. Discuss decision-making processes related to technology acquisition and transfer. LO3. Explain the steps required to transform innovation into viable business opportunities. LO4. Explain how to apply tools and frameworks for technology creation, evaluation, and implementation.

CONTRIBUTION TO PROGRAMME OUTCOMES*

	P01	P02	P03	P04	P05	P06	P07	P08	P09	P010
LO1	5	4	3	1	2	2	3	3	3	4
LO2	4	4	3	1	2	2	3	4	3	3
LO3	5	4	3	2	2	2	3	5	3	4
LO4	5	4	3	1	2	2	3	5	3	4

* Contribution Level: 0: None, 1: Very Low, 2: Low, 3: Medium, 4: High, 5: Very High

CONTRIBUTION TO INSTITUTIONAL LEARNING OUTCOMES*

	ILO1	ILO2	ILO3	ILO4	ILO5	ILO6	ILO7
LO1	5	4	3	3	3	3	3
LO2	5	4	3	3	3	3	3
LO3	5	4	3	3	3	3	3
LO4	5	4	3	3	3	3	3

* Contribution Level: 0: None, 1: Very Low, 2: Low, 3: Medium, 4: High, 5: Very High

COURSE CONTENT DETAILS

Topic	Outcomes
Introduction to the concepts of technology and innovation	LO1
Sources of Innovation	LO1, LO2
Types and Patterns of Innovation	LO1, LO2
Standards Battles, Modularity, and Platform Competition	LO3, LO4

DERS BİLGİLERİ

Kodu	BA 429
İsmi	Teknoloji Yönetimi
Haftalık Saati	3 (3+0)
Kredi	3
AKTS	5
Seviye/Yıl	Lisans/3-4
Dersin Dili	İngilizce
Tip	Seçmeli
Ön Şart	-
İçerik	Bu ders, teknolojik yenilik ve dönüşüm süreçlerinin yönetimi için gerekli olan temel kavramları, modelleri ve araçları inceler. Öğrenciler, firmaların ve sektörlerin yeni teknolojilerle nasıl evrildiğini ve yeniliğin rekabet dinamiklerini nasıl etkilediğini analiz ederler. Yenilik stratejileri, teknoloji edinimi ve transferi ile değerlendirme yöntemleri ele alınır. Dersin amacı, öğrencilerin teknolojik ortamları yorumlama, yükselen eğilimleri belirleme ve teknoloji geliştirme, benimseme ve ticarileştirme ile ilgili bilinçli yönetsel kararlar alma becerilerini geliştirmektir.