

**COURSE RECORD**

Code	<b>BA 429</b>
Name	<b>Technology Management</b>
Hour per week	3+0 (Theory + Practice)
Credit	3
ECTS	5
Level/Year	Undergraduate/4
Semester	Fall
Type	Elective
Prerequisites	-
Description	The focus of the course is on the key concepts, models, and methods that enable manager to effectively manage the development and utilization of technologies. The goal is to raise awareness of the scope and complexity of issues related to the management of technology and technological innovation. The course will be expanded to include macro issues of technology management by examining how industries and firms are transforming with new technologies, how new industries are created and which factors influence innovation performance.
Objectives	1) Introduce concepts of technology and innovation. 2) Provide that how innovation affects the competitive dynamics of markets. 3) Provide that how firms can strategically manage innovation. 4) Provide the students better interpret their technological environments and identify meaningful trends.
Learning Outcomes	<i>By the end of this course, students will be able to:</i>  L01: Assess the range, scope, and complexity of the phenomena, issues, and problems related to technology management. L02: Discuss various problems where particular managerial decisions need to be taken such as technology acquisition and transfer. L03: Describe the primary tasks and decisions that are required to turn a technological innovation into a sound business opportunity. L04: Explain how to use a range of tools used in technology creation, search, assessment, selection, implementation, utilization, and strategy.

**CONTRIBUTION TO PROGRAMME OUTCOMES\***

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
L01	5	5	5	5	2	4	2	3	3	3
L02	5	5	5	5	2	4	2	3	3	3
L03	5	5	5	5	2	4	2	3	3	3
L04	5	5	5	5	2	4	2	3	3	3

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

**COURSE CONTENT DETAILS**

Topics	Outcomes
Introduction to the concepts of technology and innovation	L01
Sources of Innovation	L01, L02
Types and Patterns of Innovation	L01, L02
Standards Battles, Modularity, and Platform Competition	L03, L04

**DERS BİLGİLERİ**

Kodu	<b>BA 429</b>
İsmi	<b>Teknoloji Yönetimi</b>
Haftalık Saati	3 (3+0)
Kredi	3
AKTS	5
Seviye / Yıl	Lisans/4
Dönem	Güz
Dersin Dili	İngilizce
Tip	Seçmeli
Ön Şart	-
İçerik	Dersin odak noktası, yöneticilerin teknolojilerin geliştirilmesini ve kullanımını etkin bir şekilde yönetmesini sağlayan temel kavramlar, modeller ve yöntemlerdir. Amaç, teknoloji yönetimi ve teknolojik yenilik ile ilgili konuların kapsamı ve karmaşıklığı konusunda farkındalık yaratmaktır. Ders, endüstrilerin ve firmaların yeni teknolojilerle nasıl dönüştüğünü, yeni endüstrilerin nasıl yaratıldığını ve hangi faktörlerin inovasyon performansını etkilediğini inceleyerek teknoloji yönetiminin makro konularını içerecek şekilde genişletilecektir.