

Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
EM 532	Technology Management	3	4	0	0	3	8

Prerequisites	
Admission Requirements	

Language of Instruction	English
Course Type	Elective
Course Level	Masters Degree
Objective	The aim of this course is to examine the innovation, research and development (R & D) and technology management issues.
Content	
References	<ul style="list-style-type: none">- Burgelman, R.A., Christensen, C.M., Wheelwright S.C., Strategic Management of Technology and Innovation, Fifth Edition, McGraw Hill, 2009- “İnovasyon Yönetimi”, İstanbul Sanayi Odası, Yayın No: 2011/30.- Birgitte Borja de MOZOTA, “Tasarım Yönetimi”, MediaCat Kitapları, 2005.- Alan BAKER, “Yenilikçiliğin Simyası”, MESS Yayın no: 391, Aralık 2002.- David MATHESON, Jim MATHESON, “Akıllı Örgüt - Stratejik Ar-Ge ile değer yaratma”, Harvard Business School Press, Boyner Holding Yayınları, Temmuz 1999.

Theory Topics

Week	Weekly Contents
1	Research and development management and related terms
2	Innovation, product, business development, technology management models and processes
3	Technology strategy design and implementation
4	Application of technology management strategy - development of a firm's innovation capabilities
5	System approach in technology management; preparing for new generation technology transition; appropriate technology design criteria
6	Midterm
7	Technology evaluation techniques, technological implementation plans and programs
8	Roadmap, success and risk factors of technology management in companies
9	Current status of R&D and technology in Turkey, R&D and technology development centers, Technoparks
10	The role of innovation and technology in business and case studies
11	Project presentations