

NIRMA UNIVERSITY
Institute of Management
Master of Business Administration (Full Time) Programme/
Integrated Bachelor of Business Administration-Master of Business
Administration Programme/
Master of Business Administration (Family Business &
Entrepreneurship) Programme

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Course Code	MFT5SEQ15 MBM5SEQ15 MFB5SEQ13
Course Title	Technology Management

Course Learning Outcomes (CLO):

At the end of the course, the students will be able to:

1. Elaborate the evolution of Business technology
2. Explain how technology has disrupted industries and shaped new economies
3. Identify business application of technology management and innovation

Syllabus

Teaching Hours

<p>Unit I: Introduction of Technology Management</p> <ul style="list-style-type: none"> • Business Technology: Concepts and Definitions • Evolution of business technology & timelines • Implications of Technological Change • Cloud, IoT, AI, Social Media, Digital Enterprises 	8
<p>Unit II: Technology led disruptions and shaping of industries</p> <ul style="list-style-type: none"> • Understand the technology led disruptions over the last century • Silicon Valley and its evolution • Technology Enabled Business Functions in various sectors (Manufacturing, Healthcare, Financial services, Education, Telecom, IT etc. • Role of Govt. including Indian digital initiatives and its impact 	10
<p>Unit III: Technology Implementation & Challenges in Business</p> <ul style="list-style-type: none"> • Technology Assessment and Evaluation • Adoption, Mind-set change, Reskilling, Automation • Data Security & Sovereignty, Privacy, General Data Protection Regulation (GDPR) • Capex / Opex – Financial case for technology 	7
<p>Unit IV: Looking ahead</p> <ul style="list-style-type: none"> • Managing Innovative Organizations • Impact of Technology on Society 	5

Suggested Readings:

1. Cetindamar, D., Phaal, R., Robert, D., Technology Management: Activities & Tools, Palgrave Macmillan
2. Drucker, P., Technology, Management and Society, HBR Press

w.e.f. Academic Year 2019-20 and onwards