

BUSM 7091 STRATEGIC TECHNOLOGY MANAGEMENT

Future challenges

Teaching Periods

Credit Points 10

Legacy Code 200777

Coordinator Krishnamurthy Ramanathan (<https://directory.westernsydney.edu.au/search/name/KrishnamurthyRamanathan/>)

Description This subject provides participants with an understanding of the diverse and complex issues surrounding the strategic management of technology. Special emphasis will be placed on the basic concepts and theories that will be needed to understand, anticipate, acquire, and use technology strategically for attaining a competitive edge in the market. The subject is of particular relevance to managers, engineers, technologists, and scientists who have, or will have, responsibilities for managing technological change and innovation.

School Business

Discipline Organisation Management

Student Contribution Band HECS Band 4 10cp

Level Postgraduate Coursework Level 7 subject

Equivalent Subjects LGYB 9051 - Strategic Technology Management

Restrictions

Students must be enrolled in a postgraduate program.

Learning Outcomes

On successful completion of this subject, students should be able to:

1. Demonstrate an understanding of how technology is embodied in a firm and the capabilities required to exploit firm-level technology for achieving competitive advantage.
2. Identify, select, and apply techniques for assessing for forecasting technological change and assess the capabilities and limitations of such techniques.
3. Analyse the process of technology acquisition in various contexts, and the interrelationships between technology transfer and research and development management;
4. Explain the links between firm behaviour around technology and national policies and global influences.
5. Identify and make recommendations around the diverse issues involved in formulating a technology strategy for the firm and analyse the interrelationships between technology strategy and overall corporate strategy.

Subject Content

Technology, innovation and competitiveness

Manufacturing technology

Technological capability

The S-curve

Technological forecasting techniques

Environmentally friendly technology

Research and development

Technology transfer

The role of government

Technological entrepreneurship

Technology strategy