

BUSM 3071 TECHNOLOGY MANAGEMENT FOR COMPETITIVENESS

Credit Points 10

Legacy Code 200668

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Description This contemporary unit provides an understanding of technology management and productivity measurement/improvement concepts aimed to improve the competitiveness of organisations. Students are introduced to a range of tools and techniques to acquire and implement technology and develop productivity improvement programs within global operations and supply chain context. The interaction between technological change and competitiveness (productivity and other performance measurement systems) is also explored. The unit is relevant to managers or technologists with responsibilities for managing technological change

School Business

Student Contribution Band HECS Band 4 10cp

Check your HECS Band contribution amount via the Fees (https://www.westernsydney.edu.au/currentstudents/current_students/fees/) page.

Level Undergraduate Level 3 subject

Equivalent Subjects LGYA 4405 - Productivity and Technology Management

Assumed Knowledge

An introductory level of knowledge in operations and supply chain management.

Learning Outcomes

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

1. Demonstrate an understanding of the fundamental concepts and principles of technology management and productivity and performance management at firm level
2. Analyse the impact of technology and technological change on management, productivity and competitiveness of the firm by the analysis of the case studies.
3. Evaluate current levels of productivity and performance and effectively contribute to the identification/ development and implementation of appropriate enterprise-level performance measurement systems
4. Develop an effective understanding of process of managing technology strategy and global operations simultaneously
5. Identify and apply appropriate approaches/ techniques to solve specific productivity and performance related problems at the firm level.
6. Demonstrate a basic understanding of a variety of quantitative and qualitative techniques and analyse and interpret the results of the analysis to guide and support decision-making process at the firm level

Subject Content

Understanding the environment in which technology is managed

Technology strategy

The creation of core technological competencies

Acquiring new technology through research and development

New technology implementation-

Technology management in service organisations

Teaching Periods