

Business Administration (English)			
Bachelor	TR-NQF-HE: Level 6	QF-EHEA: First Cycle	EQF-LLL: Level 6

Course Introduction and Application Information

Course Code:	MNG022		
Course Name:	Management of Technology and Innovation		
Semester:	Spring		
Course Credits:	<div>ECTS</div> <div>5</div>		
Language of instruction:	English		
Course Condition:			
Does the Course Require Work Experience?:	No		
Type of course:	Departmental Elective		
Course Level:	<div> <div>Bachelor</div> <div>TR-NQF-HE:6. Master`s Degree</div> <div>QF-EHEA:First Cycle</div> <div>EQF-LLL:6. Master`s Degree</div> </div>		
Mode of Delivery:	Face to face		
Course Coordinator:	Dr. Öğr. Üy. FATİH KİRAZ		
Course Lecturer(s):			
Course Assistants:			

Course Objective and Content

Course Objectives:	This course aims to teach students the issues of innovation and technology management supported by business practices.
Course Content:	The relationship between technology and management techniques, technological interdependence and design parameters, effective ways of getting things done in different technologies, technological innovation and an appreciation of the relevant skills needed to

manage innovation at both strategic and operational levels.

Learning Outcomes

The students who have succeeded in this course;

- 1) To become knowledgeable with technology and innovation in business terms.
- 2) To understand that the basis for business opportunity is change and find that the biggest change agent in business is technology and the innovations.
- 3) To develop a mind set as well as a tool set to enable them to correctly select the models required to provide their organizations value.
- 4) To use both team experience and individual efforts to master the fundamentals of management of technology and innovation.

Course Flow Plan

Week	Subject	Related Preparation
1)	Introduction, Technological Innovation	
2)	Technological Innovation and Strategy	
3)	Technological Evolution	
4)	Industry Context	
5)	Organizational Context	
6)	Strategic Action	
7)	Internal and External Sources of Technology	
8)	Linking a New Technology and Novel Customer Needs	
9)	Internal Corporate Venturing	
10)	Midterm	
11)	New Product Development	
12)	New Product Development	
13)	Building Competences/Capabilities through New Product Development	
14)	Building Competences/Capabilities through New Product Development	
15)	Final Exam	

Sources

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Course Notes / Textbooks:	Schilling, M. A., & Shankar, R. (2019). Strategic management of technological innovation. McGraw-Hill Education.
References:	Cetindamar, D., Phaal, R., & Probert, D. (2016). Technology management: activities and tools. Macmillan International Higher Education.

Course - Program Learning Outcome Relationship

Course Learning Outcomes	1	2	3	4
Program Outcomes				
1) Using other social sciences and mathematics, they have a broad and interdisciplinary perspective on business and management sciences.		1	1	
2) They have knowledge and skills about different functions and interactions of the enterprise.		1	1	
3) They can use different theoretical approaches to understanding and solving various business problems.		1	3	2
4) Being aware of the needs of society, they use business knowledge to meet these needs.		1	1	
5) They have knowledge deeply about current problems of Turkey and Global Business World's	1	2	1	
6) They can determine the objectives of the institution in which they are involved, taking into account the market needs and economic conditions.		2	2	1
7) They can solve complex business problems by using various statistical techniques and numerical methods and makes analysis by using statistical programs effectively.				
8) They can use a foreign language at least B1 General Level in terms of European Language Portfolio criteria according to the education level of a foreign language.	3	3	3	3
9) They can develops teamwork, negotiation, leadership and entrepreneurship skills.		2	2	3
10) They have the knowledge of universal ethical values, social responsibility awareness and sufficient level of labor law.			1	
11) They can identify the individual learning needs and carries out studies to correct them by developing positive attitudes about lifelong learning.		1	3	2
12) They can express their ideas and solutions both written and orally, and if required they can present and publish them on both national and international platforms.	2	2	2	2
13) They use information and communication technologies together with computer				

software at the advanced level of European Computer Driving License required by the field.	1	2	3	4
Course Learning Outcomes				

Course - Learning Outcome Relationship

No Effect	1 Lowest	2 Average	3 Highest

	Program Outcomes	Level of Contribution
1)	Using other social sciences and mathematics, they have a broad and interdisciplinary perspective on business and management sciences.	
2)	They have knowledge and skills about different functions and interactions of the enterprise.	1
3)	They can use different theoretical approaches to understanding and solving various business problems.	2
4)	Being aware of the needs of society, they use business knowledge to meet these needs.	1
5)	They have knowledge deeply about current problems of Turkey and Global Business World's	1
6)	They can determine the objectives of the institution in which they are involved, taking into account the market needs and economic conditions.	2
7)	They can solve complex business problems by using various statistical techniques and numerical methods and makes analysis by using statistical programs effectively.	
8)	They can use a foreign language at least B1 General Level in terms of European Language Portfolio criteria according to the education level of a foreign language.	3
9)	They can develops teamwork, negotiation, leadership and entrepreneurship skills.	2
10)	They have the knowledge of universal ethical values, social responsibility awareness and sufficient level of labor law.	
11)	They can identify the individual learning needs and carries out studies to correct them by developing positive attitudes about lifelong learning.	2
12)	They can express their ideas and solutions both written and orally, and if required they can present and publish them on both national and international platforms.	2
13)	They use information and communication technologies together with computer software at the advanced level of European Computer Driving License required by the field.	

Assessment & Grading

Semester Requirements	Number of Activities	Level of Contribution
Midterms	1	% 40
Final	1	% 60
total		% 100
PERCENTAGE OF SEMESTER WORK		% 40
PERCENTAGE OF FINAL WORK		% 60
total		% 100

Workload and ECTS Credit Calculation

Activities	Number of Activities	Preparation for the Activity	Spent for the Activity Itself	Completing the Activity Requirements	Workload
Course Hours	13	0	3		39
Study Hours Out of Class	13	0	2		26
Midterms	1	21	2		23
Final	1	35	2		37
Total Workload					125