

COURSE INFORMATION

SYNOPSIS



Technology is rightly regarded as fundamental to business growth and success. Management of technology requires knowledge of technology. This means some awareness of what technology is about and where it fits within the totality of knowledge.

The field of technology management has emerged to address the particular ways in which organizations should approach the use of technology in business strategies and operations. In organizations, technology applies to all section, from marketing to communication, product developments, process innovation, etc.

Through technology management learning, student will be able to understand the way how to harness technology development and innovation to create value for the organization, giving organization the edge to compete and also providing organization the competitive advantage.

COURSE INFORMATION

Course Outcome

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

1. Recognize the general principles, terms and definitions used in the management of technology.
2. Explain the role of technology management in the development, operation and marketing of goods and/or services.
3. Apply decision making techniques in the management of technology to address problems in the range of sectors.



COURSE INFORMATION

Lecturer information

Name : Puteri Fadzline bt Muhamad Tamyez

Faculty : Faculty of Industrial Management

Email Address: fadzline@ump.edu.my

