



**ESWAR COLLEGE OF ENGINEERING:
NARASARAOPET**

Approved by AICTE, New Delhi., Affiliated to JNTUK, Kakinada
Kesanupalli Village, Narasaraopet – 522 601,
Palnadu Dist. A.P.

Phone No.
9121214708

Email ID: principal@eswarcollegeofengg.org,
eswarcollegeofengg@gmail.com

web:eswarcollegeofengg.org

Department of Management studies

To
The Principal
Eswar College of Engineering
Narasaraopet

21-12-2018

Through HOD-MBA

From
S. Saleem Basha
Assistant Professor
Faculty Coordinator

Sub: Requesting for permission to conduct a value-added course on Technology Management
6/01/2019 TO 13/01/2019

Dear Sir,

The Department of MBA is planning to organize a 1-week value-added course on Technology management 6/1/2019 TO 13/1/2019

Total Number of Students registered: 35 No's (II MBA I st sem).

Resource Person: B. Lakshmi Kanth , CSE Department, Eswar College of Engineering

Certificate Criteria: 60% of marks in Evaluation, 80% of attendance

In connection with the programme, we request your approval to organize the same and to make the programme a grand success.

Thanks, and regards,

Name: S. Saleem Basha

Signature

HOD- Comments

Respeted Sir,
Please Consider & do needful.

Principal Comments:

Recommended

Approved/ Rejected

ESWAR COLLEGE OF ENGINEERING
NARASARAOPET-522 601, Guntur (Dt.)

PRINCIPAL



ESWAR COLLEGE OF ENGINEERING

Approved by A.P.C.E. New Delhi & Affiliated to JNTUK, Kakinda, Kakinda, AP
all: eswarcollegeofengg@gmail.com



+91 98855

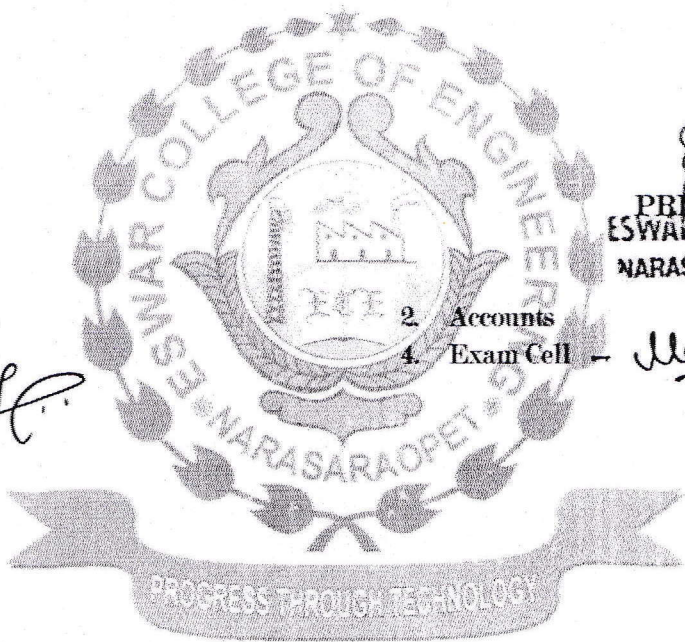


Website: www.eswarcollegeofengg.org

Date: 24-12-2018

CIRCULAR

All MBA 2nd year students are hereby notified that a value added course titled "TECHNOLOGY MANAGEMENT" will be conducted from 06-01-2019 to 13-01-2019. It is mandatory for all students to enroll their names with course co-ordination S SALEEM BASHA, Assistant Professor, Department of MBA.



Copy to:

- 1. A.O
- 2. Accounts
- 3. Library
- 4. Exam Cell
- 5. HOD's

Saleem Basha
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NARASARAOPET-522 601, Guntur (DL)

Murug

Class Rooms:

- 305 - *[Signature]*
- 306 - *[Signature]*
- 328 - *[Signature]*

[Signature]
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ESWAR COLLEGE OF ENGINEERING
NARASARAOPET-522 601, Guntur (DL)



Objectives:

- The scope and practice of technology management
- The competitive advantages of technology and technology strategies
- Conducting technology assessments and audits
- Determining management responsibility for technology activities
- Technology acquisition and protection strategies
- Strategies for exploiting technology rights

Outcomes

- Understand and identify the potential competitive advantages of technology to the company.
- Describe the role that technology can play in a company's overall business strategy.
- Describe the key issues relating to technology management.
- Describe the roles and responsibilities of the company's chief technology officer.
- Understand the purposes of technology assessments and audits and the steps required for completion.

Course Content

- Understand the strategies that companies can use to develop new technologies and acquire the rights to use existing technologies.
- Understand the methods that can be used to protect the advantages of technologies.
- Understand the strategies that can be used to exploit the advantages of technologies.

Resource Person: B. Lakshmi kanth

Eligibility:

This course is intended for MBA I st year and II nd year students

Registration fee

Registration Fee: NIL

Participant (Includes refreshment, training and certificate)

Scheduled date

06-1-2020 TO 13-1-2020

Last date for Receipt of Application: 02-1-2019



ONE WEEK ADD-ON TECHNOLOGY MANAGEMENT

06-1-2019 to 13-1-2019

Organized by

DEPARTMENT OF MANAGEMENT STUDIES
ESWAR COLLEGE OF ENGINEERING

Kesanupalli (V), Narasaraopet
On

06-1-2019 to 13-1-2019

Registration Form:

Registration Form

Name _____

Department: _____

Contact No: _____

E-mail: _____

ESWAR COLLEGE OF ENGINEERING
VARASARAOPET-522 601, Guntur (Dt.)

ABOUT THE COLLEGE

Eswar College of Engineering was established during the academic year 2008-09 and sponsored by Shaik Dada Saheb Charitable Trust, with a vision of imparting futuristic technical education and instill high patterns of discipline in order to set global standards and making the student technologically superior and ethically strong. They young and dynamic promoters have selected this rural area with lot of foresight. The Institution is spread over 22 acres of lush green landscape and located at 5th km stone on the Narasaraopet-Chilakaluripet Road. The Institution offers the UG Courses B.Tech-CIVIL, EEE, ECE, CSE, AME, ME, PG Courses M.Tech & MBA. The tourist places nearby are Kotappakonda, Amaravathi, Suryanka Beach. Eswar College of Engineering is having MOU with International Institute of Information Technology (IIIT)-Hyderabad and introduced CIT Programme for students Digital Class facility is also provided in association with Manipal K12, Bangalore, the very first college in Andhra Pradesh

ABOUT THE DEPARTMENT

- To empower the students to recognize & optimize their potentiality.
- To educate, prepare, mentor students for global business leadership and ingrain ethics, sustainability and inclusive growth in all its activities.
- To emerge as a best business school providing value addition to all the stakeholders with a focus on social responsibility and human values through research consultancy training and development.

CHIEF PATRONS

SRI.SHAIK.MEERAVALI

Chairman

SRI.SHAIK.KAREEM MOHIDDIN

Secretary & Correspondent

SRI.SHAIK MASTHAN SHARIF

Managing Director

PATRON

DR.G. NAGA MALLESWARA RAO

Principal

Convener

Dr .SHAIK MUZEER,

HOD-MBA,

The Co-Ordinator,

ONE WEEK ADD-ON COURSE

TECHNOLOGY MANAGEMENT

ESWAR COLLEGE OF

ENGINEERING, KESANIPALAKI
ESWAR COLLEGE OF ENGINEERING
(V).

NARASARAOPET (M), GUNTUR-DT

Ph. No: 8985793922, 9581741110

E-mail: www.eswarcollegeofengg.org

www.eswarcollegeofengg.blogspot.com

Declaration:

The above information is true to the best of my knowledge. I agree to abide by the rules and regulations governing the course. If selected I shall attend the course for the entire duration. I also understand the responsibilities to inform the coordinator in case I am unable to attend the course

Place:

Date:

Signature of the applicant

Sponsorship certificate:

Mr/

Mrs./Dr.....

is an employee of our institute/

organization and is here by sponsored and will be permitted to attend the course, if selected

Place

Date



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web: eswarcollegeofengg.org

Technology Management

Course Name: value-added course on **Technology Management**

Proposed Syllabus

1. Introduction to Technology Management (8hr)

- Definition – Concept of creativity
- Components – Features
- Classification of Technology
- Concept and Nature of Technology Management-
- Drivers of MOT
- Significance and Scope of MOT
- Role of Chief Technology Officer
- Responding to Technology challenges.

2. Technology Policy Concept (8hr)

- Determinants of Nation's Capability
- Role of Government
- Science and Technology policy
- Status of Technology in India
- Future of India – Technology Strategy
- Formulation of Technology Strategy
- Technology innovation Strategy.

3. Technology Planning and Strategy Tools (6hr)

- Technology Planning
- Tools for Company Technology Analysis
- Tools for industry Technology Analysis
- Trajectories of Technology

4. Technology Acquisition Concept (6hr)

- Methods Acquisition
- Internal Development - External acquisition Sources
- Acquisition decisions
- Technology Acquisition trends
- Technology exploitation decisions
- Technology appropriation.

5. Process Innovations (6hr)

- Concept and types of process
- Process Management Concerns
- Types of Process innovations
- Process improvement techniques
- Organizing for improvements

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Department of Management Studies

FEEDBACK FORM

Course Name: value-added course on Technology Management

Please place tick marks at the respective column

S.No	Particulars	Excellent	Very good	Good	Average	Poor
1	How well did you achieve this learning goal in this course?	✓	✓			
2	The course contain meet the expectation	✓	✓			
3	The lecture sequence was well planned	✓	✓			
4	Lecture content illustrated with adequate examples	✓	✓			
5	Level of the course up to the mark?	✓	✓			
6	Course highlights the level of new knowledge	✓	✓			
7	The lecture was clear and easy to understand?	✓	✓			
8	Teaching aids are effectively used?	✓	✓			
9	The resource person interacted well and cleared the doubts.	✓	✓			
10	Overall organization of the course	✓	✓			

Comments

1. This course is very useful to us.

2.

Signature of the student

Parvati Sai

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Phone No. 9121214708	Email ID: principal@eswarcollegeofengg.org, eswarcollegeofengg@gmail.com
web: eswarcollegeofengg.org	
Department of Master of Business Administration	
Feedback Analysis	
Course Name: TECHNOLOGY MANAGEMENT	
Number of students attended/ given feedback	35

S.No	Particulars	Excellent	Very good	Good	Average	Poor	levels
1	How well did you achieve this learning goal in this course?	20	10	5			0.857142857
2	The course contain meet the expectation	20	8	5	2		0.828571429
3	The lecture sequence was well planned	22	8		5		0.835714286
4	Lecture content illustrated with adequate examples	25	5	3	2		0.878571429
5	Level of the course up to the mark?	23	8	4			0.885714286
6	Course highlights the level of new knowledge	20	6	8	1		0.821428571
7	The lecture was clear and easy to understand?	21	7	7			0.85
8	Teaching aids are effectively used?	20	5	5	5		0.785714286
9	The resource person interacted well and cleared the doubts.	22	8	3	2		0.857142857
10	Overall organization of the course	22	7	4	2		0.85
							0.845

3.38

Over all feedback value :


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Department of Management Studies

Course Name: value-added course on TECHNOLOGY MANAGEMENT

Evaluation of the Value-Added Courses

Answer all the Questions Each Question Carry 1 Mark

Total Marks: 20M

Min Marks: 12 Marks

Name of the Student ~~XXXXXXXXXX~~

H.T. No: ~~XXXXXXXXXX~~ **Marks obtained:**

1. At services, high labor intensity requires systematic recruiting and trainings along with the

- a) Scheduling of equipment
- b) Manage mechanistic structure
- c) Coordinating dispersed activities
- d) Skill development
- e) none of these

2. The boundary roles of product organizations are known as

- a) Moderate
- b) Alternative
- c) constant
- d) Many
- e) Few

3. The processes of amount of centralization for service organization can be calculate to be

- a) alternative
- b) Low
- c) Medium
- d) High
- e) Undefined

4. Low interaction and customization at services results into

- a) Respond to customer intervention
- b) Systematic training
- c) Formalize and standardize skills
- d) Managing demands
- e) All of these

5. Basically governed technology, structure followed in the form of

- a) non-organic
- b) Mechanistic
- c) Organic


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- d) Non-formalized
e) Decentralized
6. Low labour intensity at services requires to have scheduling of equipment and.
a) Skill development
b) technological advances
c) Manage mechanistic structure
d) Coordinating dispersed activities
e) both a and b
7. At service organizations, skill emphasis can be thought of
a) Narrow and broad
b) Broad and interpersonal
c) Narrow and broad
d) Narrow and technical
e) Broad and technical
8. Service managers look for low labour intensity must meet need of having
a) Standard services
b) Systematic recruitment
c) both a and b
d) Skill development
e) Technological advances
9. Service managers look for high labour intensity challenge must meet requirement of having
a) Standard services
b) Systematic recruitment
c) Cost limit
d) Skill development
e) Technological advances
10. The structure followed by a non-routine technology is said to be
a) in-organic
b) Mechanistic
c) Formalized
d) Decentralized
e) Organic
11. The benefits of transistors are
a) Are portable
b) Are more reliable
c) Consume less power
d) All of the above
e) None of these
12. The basic parts of DSS are
a) Database
b) Model base
c) DSS software system
d) All of the above
e) None of these

13. Which is the Default Page Orientation Of Word
(A). Portrait
(B). Long Sides
(C). Land scape
(D). Double Long Side
14. Select from the following Is Not Available On The Ruler Of MS Word Screen ?
(A). Tab Stop Box
(B). Center Indent
(C). Left Indent
(D). Right Indent
15. For the center alignment to a paragraph we can press?
(A). Ctrl + S
(B). Ctrl + C
(C). Ctrl + E
(D). Ctrl + C + A
16. Select the bar is mostly located below the Title Bar
(A). Status Bar
(B). Tool bar
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(D). Scroll bar
17. The space left among the margin and the start of a paragraph is known as
(A). Indentation
(B). Gutter
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(D). Alignment
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(A). Word Color
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(C). Word Font
(D). Word Fill
19. Select the items that are placed at the end of a document
(A). End Note
(B). Foot Note
(C). Footer
(D). Header
20. What is the short key to change line height to 1.5
(A). Ctrl+1
(B). Ctrl + 5
(C). Ctrl + 3
(D). Ctrl + 2


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Department of Management Studies

Course Name: Technology Management

Evaluation of the Value-Added Courses

Key

Q.No	Answer	Q.No	Answer
1	C	11	D
2	D	12	D
3	B	13	A
4	C	14	D
5	B	15	C
6	B	16	C
7	B	17	A
8	E	18	B
9	E	19	A
10	E	20	B

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NARASARAOPET-522 601, Guntur (Dist.)

S. S.
Coordinator



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Department of Management Studies

Course Name: value-added course on Technology Management

Evaluation of the Value-Added Courses

Answer all the Questions Each Question Carry 1 Mark

Total Marks: 20M

Min Marks: 12 Marks

Name of the Student Durga prasad H.T. No: 17TE60026 **Marks obtained:**

18
20

1. At services, high labor intensity requires systematic recruiting and trainings along with the [C]

- a) Scheduling of equipment
- b) Manage mechanistic structure
- c) Coordinating dispersed activities
- d) Skill development
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2. The boundary roles of product organizations are known as [d]

- a) Moderate
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- a) Respond to customer intervention
- b) Systematic training
- c) Formalize and standardize skills
- d) Managing demands
- e) All of these

5. Basically governed technology, structure followed in the form of [B]

- a) non-organic
- b) Mechanistic

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- c) Organic
- d) Non-formalized
- e) Decentralized

6. Low labour intensity at services requires to have scheduling of equipment and [B]
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 - b) technological advances
 - c) Manage mechanistic structure
 - d) Coordinating dispersed activities
 - e) both a and b

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 - b) Broad and interpersonal
 - c) Narrow and broad
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 - d) Skill development
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9. Service managers look for high labour intensity challenge must meet requirement of having [C]
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 - b) Systematic recruitment
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 - e) Organic

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- (D). Double Long Side

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- (C). Left Indent
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- (D). Header

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- (D). Ctrl + 2





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Department of MBA

Course Name: TEACHNOLOGY MANAGEMENT (06-01-2019 TO 13-01-2019)

YEAR/SEM: II/I A.Y. 2018-2019

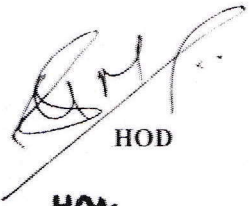
MARKS SHEET

1	17JE1E0004	THIMMAREDDY ADIREDDY	17
2	17JE1E0005	DULLA NAGAMALLESWARA RAO	16
3	17JE1E0006	SHAIK AKBAR BASHA	17
4	17JE1E0007	MODI ANIL	18
5	17JE1E0008	NAGISETTY ANIL	16
6	17JE1E0009	VADLAMUDI ANIL KUMAR	17
7	17JE1E0010	KONDAREDDY SANJEEVA REDDY	18
8	17JE1E0011	KETHARAJUPALLI ARUNA	17
9	17JE1E0012	VANGAPALLI ASOHK	18
10	17JE1E0013	MADA ASHOK KUMAR	17
11	17JE1E0014	DAMMU ASWANI	18
12	17JE1E0015	KONDA AYYAPA REDDY	18
13	17JE1E0016	DAVALA BAAJIBABU	17
14	17JE1E0026	NADIKOTA DURGAPRASAD	18
15	17JE1E0027	PARI ESWARAMMA	18
16	17JE1E0028	GUNTAGANI FRANCIS	17
17	17JE1E0029	BELLAMKONDA GANGADHARARAO	16
18	17JE1E0030	CHINTHA GNANA SAHITHI SAVITRI	17
19	17JE1E0031	GIRI GOPALA KRISHNA	18
20	17JE1E0032	SHAIK JANI BASHA	19
21	17JE1E0033	RAPARTHI JAYA KUMAR	19
22	17JE1E0034	REDDY JWALA MANOHAR	18
23	17JE1E0035	SHAIK KARIMULLA	16
24	17JE1E0036	SHAIK KHAJA MOHIDDIN	17
25	17JE1E0037	KOTA KIRAN KUMAR	18
26	17JE1E0038	MANIKA KOTISWAMY	19
27	17JE1E0065	SANGANA NAVOKARA REDDY	18
28	17JE1E0066	MARAM NAVYA	16
29	17JE1E0067	SHAIK NAZEER AHAMMAD	17
30	17JE1E0068	PURIMETLA PADMANJALI	18
31	17JE1E0069	EEDALAPARUPU PAVAN KUMAR	18


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32	17JE1E0070	NAIDU PAVAN SAI	18
33	17JE1E0071	SIKAKOLLI POORNIMA	16
34	17JE1E0072	BOKKA RANGA PRASAD	17
35	17JE1E0073	NAGANDLA PRATHEEK	18



COURSE COORDINATOR


HOD

HOD
Department of MBA
Eswar College of Engineering
Narasaraopet-522 607



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Department of Management Studies


Summary of the Program

Course Name: value-added course on **Technology Management**

- Concept of creativity – Components – Features – Classification of Technology – Concept and Nature of Technology Management- Drivers of MOT- Significance and Scope of MOT- Role of Chief Technology Officer – Responding to Technology challenges.
- Business Role of Government – Science and Technology policy – Status of Technology in India – Future of India – Technology Strategy – Formulation of Technology Strategy – Technology innovation Strategy.
- Business Planning and Strategy Tools – Technology Planning – Tools for Company Technology Analysis – Tools for industry Technology Analysis – Trajectories of Technology
- Business Methods Acquisition - Internal Development - External acquisition Sources - Acquisition decisions - Technology Acquisition trends – Technology exploitation decisions - Technology appropriation.
- Innovations and Ideas – Concept and types of process - Process Management Concerns - Types of Process innovations- Process improvement techniques – Organizing for improvements

Total 35 students are registered out of the 35 students all are Qualified.


Faculty Coordinator


HOD-MBA


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