



**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

17-12-2019

To  
The Principal  
Eswar College of Engineering  
Narasaraopet

**Through HOD-MBA**

From  
S. Saleem Basha  
Assistant Professor  
Faculty Coordinator

**Sub:** Requesting for permission to conduct a value-added course on Technology Management  
6/01/2020 TO 13/01/2020

Dear Sir,

The Department of MBA is planning to organize a 1-week value-added course on Technology management 6/1/2020 TO 13/1/2020

**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

Kindly consider for &  
do needful

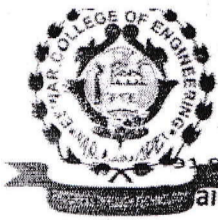
Principal Comments:

Recd. noted

Approved/ Rejected

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

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NARASARAOPET-522 601, Guntur (Dt.)



# ESWAR COLLEGE OF ENGINEERING

Approved by AICTE, New Delhi & Affiliated to JNTUK Kakinada, Kakinada, AP

all: eswarcollegeofengg@gmail.com



+91 98855



Website: www.eswarcollegeofengg.org

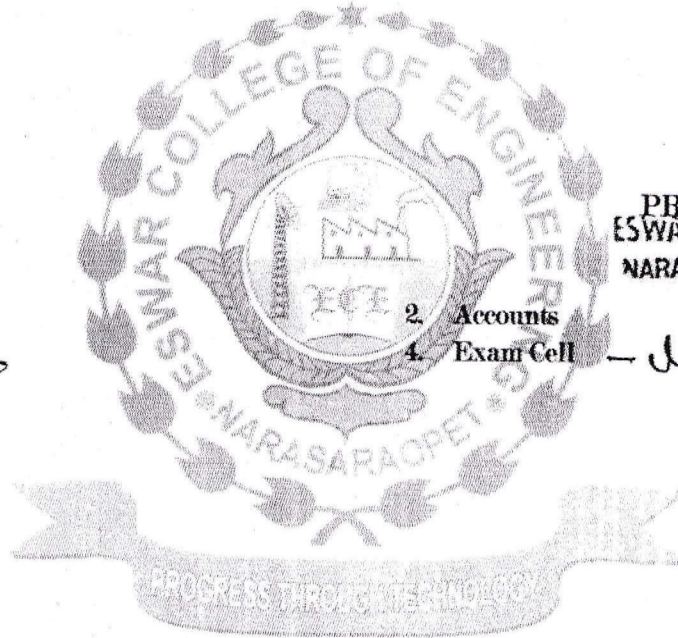
Date: 20-12-2019

## CIRCULAR

All MBA 2 ND year students are here by notified that a value added course titled "TECHNOLOGY MANAGEMENT" will be conducted from 6-1-2020 TO 13-01-2020 It is mandatory for all students to enroll their names withcourse co-ordination SK DARIYA VALI, Assistant Professor, Department of MBA .

Copy to:

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



*[Signature]*  
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NARASARAOPET-522 601, Guntur (DL)

Class Rooms: 305 - *[Signature]*  
306 - *[Signature]*  
328 - *[Signature]*

*[Signature]*  
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### **Technology Management**

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

#### **Proposed Syllabus**

##### **1. Introduction to Technology Management ( 7hr )**

- 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 (7hr)**

- 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 ( 5hr)**

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

  
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### 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

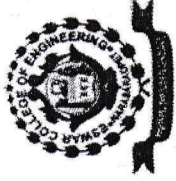
Participant (Includes refreshment, training and certificate)

### Scheduled date

**06-1-2020 TO 13-1-2020**

Last date for Receipt of Application

02-1-2020



## ONE WEEK ADD-ON TECHNOLOGY MANAGEMENT

06-1-2020 to 13-1-2020

Organized by

DEPARTMENT OF MANAGEMENT STUDIES

ESWAR COLLEGE OF ENGINEERING

Kesanupalli (V), Narasaraopet

On

06-1-2020 to 13-1-2020

Registration Form:

Registration Form

Name \_\_\_\_\_

Department: \_\_\_\_\_

Contact No.: \_\_\_\_\_

E-mail: \_\_\_\_\_

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ESWAR COLLEGE OF ENGINEERING  
NARASARAOPET-522 001, Guntur Dist.



## 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. The 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 5<sup>th</sup> 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-PE&ED, DE, CSE, CAD/CAM & MBA. The town is places near by 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  
ENGINEERING, KESANUPALLI  
(V)

NARASARAOPET (M). GUNTUR-DT

Ph. No: 8985793922, 9581741110

E-mail: [www.eswarcollegeofengg.org](http://www.eswarcollegeofengg.org)

[www.eswarcollegeofengg.blogspot.com](http://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 under take 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

**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 is very use ful to us.

2.

Signature of the student

G. David Raju

  
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 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?	25	4	4	2		0.871429 35
2	The course content meet the expectation	23	6	4	2		0.857143 35
3	The lecture sequence was well planned	22	5	6		2	0.821429 35
4	Lecture content illustrated with adequate examples	30	3	1	1		0.942857 35
5	Level of the course up to the mark?	25	4	4	2		0.871429 35
6	Course highlights the level of new knowledge	23	5	5	2		0.85 35
7	The lecture was clear and easy to understand?	24	5	5	1		0.871429 35
8	Teaching aids are effectively used?	25	5	5			0.892857 35
9	The resource person interacted well and cleared the doubts.	25	4	5		1	0.871429 35
10	Overall organization of the course	22	4	4	5		0.807143 35
							0.865714

Over all feedback value :

3.462857143

  
 S  
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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**

**H.T. No:**

**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

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18. Select the Text-styling feature of MS word is

- (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	B	11	C
2	A	12	C
3	D	13	D
4	C	14	D
5	A	15	B
6	D	16	D
7	A	17	A
8	D	18	B
9	C	19	D
10	C	20	B

  
Coordinator

  
PRINCIPAL  
ESWAR COLLEGE OF ENGINEERING  
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	<p align="center"><b>ESWAR COLLEGE OF ENGINEERING: NARASARAOPET</b></p> <p align="center">Approved by AICTE, New Delhi., Affiliated to JNTUK, Kakinada Kesanupalli Village, Narasaraopet – 522 601, Palnadu Dist. A.P.</p>
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**Department of Management Studies**

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**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 Sk. Tabida

H.T. No: 16TE1003 Marks obtained:

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
  - e) none of these
  
2. The boundary roles of product organizations are known as [ D ]
  - a) Moderate
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  - c) constant
  - d) Many
  - e) Few
  
3. The processes of amount of centralization for service organization can be calculate to be [ D ]
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  - b) Low
  - c) Medium
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  - c) Formalize and standardize skills
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  - 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
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- b) Broad and interpersonal
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- d) Decentralized
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- (B). Ctrl + 5
- (C). Ctrl + 3
- (D). Ctrl + 2

17  
20





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Department of MBA


Course Name: TM (6-1-2020 TO 13-1-2020)

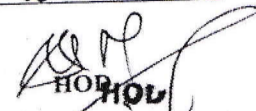
YEAR/SEM: III/ A.Y. 2019-2020

**MARKS SHEET**

1	18JE1E0015	KURAPATI CHAKRAVARTHI	16
2	18JE1E0016	GOCHIPATHALA DAVID RAJU	17
3	18JE1E0017	MALLELA DEVADANAM	18
4	18JE1E0018	AMBATI DILIP VENKATA SAI	18
5	18JE1E0019	BANAVATH DIVYA BAI	17
6	18JE1E0020	PALLEPOGU ELEESHA	16
7	18JE1E0021	PASUMARTHI FAREED BASHA	17
8	18JE1E0022	SHAIK FARJANA	18
9	18JE1E0023	SHAIK GABRIEL	18
10	18JE1E0024	KAKARLA GOPI	18
11	18JE1E0025	PARA GOPI	19
12	18JE1E0026	ATHUKURI GOUTHAMI	18
13	18JE1E0027	MYDUKURI GOWRI	18
14	18JE1E0028	TALAPATI HARIKESARI	18
15	18JE1E0029	SHAIK HASEENABEGUM	17
16	18JE1E0030	MANGALAGIRI HEMA	18
17	18JE1E0031	YADLA HEMANTH BABU	18
18	18JE1E0032	SHAIK HIZURUNNISA	18
19	18JE1E0033	SHAIK JABIDA	17
20	18JE1E0034	GERA JAGAPATHI BABU	18
21	18JE1E0035	SHAIK JASMIN	18
22	18JE1E0052	RAMISETTY NAGA PUJITHA	16
23	18JE1E0053	ARVAPALLI NAGA RAJU	18
24	18JE1E0054	KOMERA NAGA SAI KIRAN	19
25	18JE1E0055	CHINTHAGUNTLA NAGAJYOTHI	18
26	18JE1E0056	SHAIK NAGUR BASHA	16
27	18JE1E0057	GUMMADI NARAYANA	17
28	18JE1E0058	KONDA NAVEEN	18
29	18JE1E0059	SHAIK NAZEER BASHA	16
30	18JE1E0073	SHAIK RIYAZ BASHA	16
31	18JE1E0074	KADIYAM SAGAR BABU	17
32	18JE1E0075	TALAPATI SAI RAM	18
33	18JE1E0076	DAMMAVALAM SAI TEJA	16
34	18JE1E0079	SHAIK SHABANA	17
35	18JE1E0080	SHAIK SHABBIR AHMMAD	18

  
COURSE COORDINATOR

  
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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.

PRINCIPAL  
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Se. Damjanika  
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