



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

26-10-2022

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
7/11/2022 TO 15/11/2022

Dear Sir,

The Department of MBA is planning to organize a 1-week value-added course on Technology Management 7/11/2022 TO 15/11/2022

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

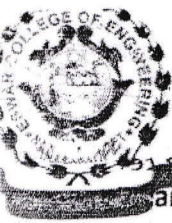
Please consider our request sir

Principal Comments:

Approved/ Rejected

Approved
PRINCIPAL
ESWAR COLLEGE OF ENGINEERING
Chilakaluripet Road,
Kesanupalli (V), NARASARAOPET (M.D.)

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



ESWAR
COLLEGE OF ENGINEERING

78652
 New Delhi & Affiliated to JNTUK, Kakinada, Kakinada, AP
 all: eswarcollegeofengg@gmail.com

Website: www.eswarcollegeofengg.org

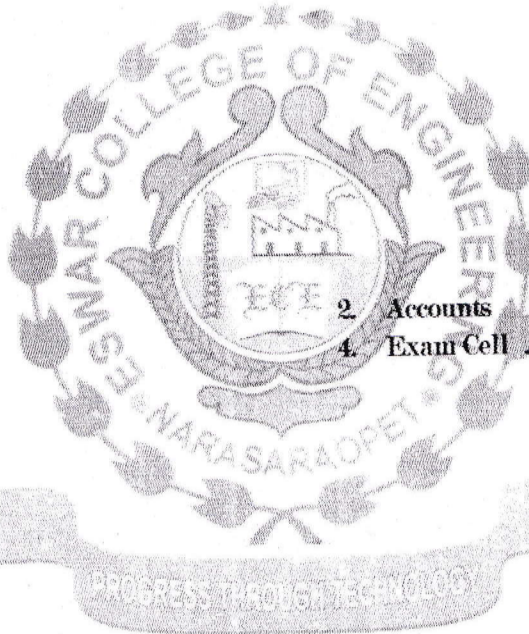
+91 98855



Date: 28-10-22

CIRCULAR

All MBA 1st year students are hereby notified that a value added course titled TECHNOLOGY MANAGEMENT " will be conducted from 7-11-22 TO 15-11-22 It is mandatory for all students to enroll their names with course co-ordination S SALEEM BASHA, Assistant Professor, Department of MBA.



[Signature]
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Copy to:

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

Class Rooms:

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

[Signature]
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A.P.

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. Bujanga reddy

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

7-11-2022 to 15-11-2022

Last date for Receipt of Application
2-11-2022



ONE WEEK ADD-ON TECHNOLOGY MANAGEMENT

7-11-22 to 15-11-22

Organized by

**DEPARTMENT OF MANAGEMENT STUDIES
ESWAR COLLEGE OF ENGINEERING**

**Kesanupalli (V), Narasaraopet
On**

7-11-22 to 15-11-22

Registration Form:

Registration Form
Name _____

Department: _____

Contact No.: _____

E-mail: _____

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ESWAR COLLEGE OF ENGINEERING
NARASARAOPET-522 601, 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 5th km stone on the Narasaraopet-Chilakaluripet Road. The Institution offers the UG Courses B.Tech- CIVIL, EEE, ECE, CSE, AME, ME, PGC courses M.Tech- PE&ED, DECS, CSE, CAD/CAM & MBA. The tourist places nearby are Kotappakonda, Amaravathi, Suryalanka Beach. Eswar College offering 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, KESANUPALLI
(V).

NARASARAOPET (M), GUNTUR-DT,

Ph. No: 8985793922, 9581741110

E-mail: www.eswarcollegeofengg.org

www.eswarcollegeofengg.blogspot.com


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NARASARAOPET-522 001, Guntur (Dt.)

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 the 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

Technology Management

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

Proposed Syllabus

1. Introduction to Technology Management

- 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

- 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

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

4. Technology Acquisition Concept

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

5. Process Innovations

- Concept and types of process


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9	20JE1E0021	SIDDU. NAGA LAKSHMI	<i>Nagdu</i>	<i>Nagdu</i>	<i>Nagdu</i>	<i>Nagdu</i>	<i>Nagdu</i>	<i>Nagdu</i>
10	20JE1E0022	SHAIK. NAJIMA	<i>Najima</i>	<i>Najima</i>	<i>Najima</i>	<i>Najima</i>	<i>Najima</i>	<i>Najima</i>
11	20JE1E0023	DERANGULA. NAVEEN	<i>Naveen</i>	<i>Naveen</i>	<i>Naveen</i>	<i>Naveen</i>	<i>Naveen</i>	<i>Naveen</i>
12	20JE1E0030	MARELLA. PRIYANKA	<i>Priyanka</i>	<i>Priyanka</i>	<i>Priyanka</i>	<i>Priyanka</i>	<i>Priyanka</i>	<i>Priyanka</i>
13	20JE1E0031	ADDANKI. RAJA GOPAL	<i>Rajagopal</i>	<i>Rajagopal</i>	<i>Rajagopal</i>	<i>Rajagopal</i>	<i>Rajagopal</i>	<i>Rajagopal</i>
14	20JE1E0032	MANAM. RAJESWARI	<i>Rajeswari</i>	<i>Rajeswari</i>	<i>Rajeswari</i>	<i>Rajeswari</i>	<i>Rajeswari</i>	<i>Rajeswari</i>
15	20JE1E0033	BATTA. RAVI TEJA	<i>Raviteja</i>	<i>Raviteja</i>	<i>Raviteja</i>	<i>Raviteja</i>	<i>Raviteja</i>	<i>Raviteja</i>
16	20JE1E0034	YAKKANTI. ROSI REDDY	<i>Rosi</i>	<i>Rosi</i>	<i>Rosi</i>	<i>Rosi</i>	<i>Rosi</i>	<i>Rosi</i>
17	20JE1E0035	NOOKALA.SAI TEJA	<i>Saiteja</i>	<i>Saiteja</i>	<i>Saiteja</i>	<i>Saiteja</i>	<i>Saiteja</i>	<i>Saiteja</i>
18	20JE1E0036	MANDALA. SAMBASIVA REDDY	<i>Sambasiva</i>	<i>Sambasiva</i>	<i>Sambasiva</i>	<i>Sambasiva</i>	<i>Sambasiva</i>	<i>Sambasiva</i>
19	20JE1E0037	SK.SHAHEER	<i>Shaheer</i>	<i>Shaheer</i>	<i>Shaheer</i>	<i>Shaheer</i>	<i>Shaheer</i>	<i>Shaheer</i>
20	20JE1E0038	SK.SULTHAN	<i>Sulthan</i>	<i>Sulthan</i>	<i>Sulthan</i>	<i>Sulthan</i>	<i>Sulthan</i>	<i>Sulthan</i>
21	20JE1E0039	SANAM . THIRUPATHAMMA	<i>Sanam</i>	<i>Sanam</i>	<i>Sanam</i>	<i>Sanam</i>	<i>Sanam</i>	<i>Sanam</i>
22	20JE1E0040	NANDIGAM.THIRUPATHI RAO	<i>Thirupathi</i>	<i>Thirupathi</i>	<i>Thirupathi</i>	<i>Thirupathi</i>	<i>Thirupathi</i>	<i>Thirupathi</i>
23	20JE1E0041	SK.USMAN	<i>Usman</i>	<i>Usman</i>	<i>Usman</i>	<i>Usman</i>	<i>Usman</i>	<i>Usman</i>
24	20JE1E0042	SK.VASEEM AKRAM	<i>Vaseem</i>	<i>Vaseem</i>	<i>Vaseem</i>	<i>Vaseem</i>	<i>Vaseem</i>	<i>Vaseem</i>
25	20JE1E0043	Y. SAMBIAHA	<i>Sambaha</i>	<i>Sambaha</i>	<i>Sambaha</i>	<i>Sambaha</i>	<i>Sambaha</i>	<i>Sambaha</i>

S.88
COURSE COORDINATOR

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

[Signature]
HOD
MBA
Department of MBA
Eswar College of Engineering
Kesanupalli (V), Narasaraopet-522 501

[Signature]
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NARASARAOPET-522 601, Guntur (Dt.)

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	Email ID: principal@eswarcollegeofengg.org, eswarcollegeofengg@gmail.com web: eswarcollegeofengg.org
Phone No. 9121214708	

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 very usefull to us.

2.

Signature of the student

L. Thangar.


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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 Master of Business Administration	
Feedback Analysis	
Course Name: TECHNOLOGY MANAGEMENT	
Number of students attended/ given feedback	35

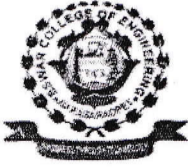
S.No	Particulars	Excellent	Very good	Good	Average	Poor	levels
1	How well did you achieve this learning	25	4	4	2	2	0.871429
2	The course contain meet the expectation	27	3	3	2	2	0.892857
3	The lecture sequence was well planned	22	5	6		2	0.821429
4	Lecture content illustrated with adequate	28	5	1	1		0.928571
5	Level of the course up to the mark?	25	4	4	2		0.871429
6	Course highlights the level of new	23	5	5	2		0.85
7	The lecture was clear and easy to	24	5	5	1		0.871429
8	Teaching aids are effectively used?	25	5	5			0.892857
9	The resource person interacted well and	25	4	5		1	0.871429
10	Overall organization of the course	22	4	4	5		0.807143
							0.867857

Over all feedback value :

3.471428571



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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


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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
- (C). Menu bar
- (D). Scroll bar

17. The space left among the margin and the start of a paragraph is known as

- (A). Indentation
- (B). Gutter
- (C). Spacing
- (D). Alignment

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

- (A). Word Color
- (B). Word Art
- (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


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 L. Thangai

H.T. No: 20TE1E008 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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 - e) Few
3. The processes of amount of centralization for service organization can be calculate to be [B]
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 - b) Low
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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
- c) Narrow and broad
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- e) Broad and technical

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- c) both a and b
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- (C). Ctrl + E
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- (B). Tool bar
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- (D). Scroll bar

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- (B). Gutter
- (C). Spacing
- (D). Alignment

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

- (A). Word Color
- (B). WordArt
- (C). Word Font
- (D). Word Fill

19. Select the items that are placed at the end of a document [C]

- (A). End Note
- (B). Foot Note
- (C). Footer
- (D). Header

20. What is the short key to change line height to 1.5 [B]

- (A). Ctrl+1
- (B). Ctrl + 5
- (C). Ctrl + 3
- (D). Ctrl + 2

19
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ESWAR COLLEGE OF ENGINEERING: NARASARAOPET
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Department of MBA

Course Name: TM (7-11-2022 TO 15-11-2022)

YEAR/SEM: III/I A.Y. 2022-2023


MARKS SHEET

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4	20JE1E0004	ELURI BHARATHI	17
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6	20JE1E0006	GATTINENI GOPI	16
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23	20JE1E0031	ADDANKI RAJA GOPAL	20
24	20JE1E0032	MANAM RAJESWARI	17
25	20JE1E0033	BATTA RAVI TEJA	17
26	20JE1E0034	ROSIREDDY YAKKANTI	16
27	20JE1E0035	NOOKALA SAI TEJA	17
28	20JE1E0036	MANDALA SAMBASIVA REDDY	18
29	20JE1E0037	SHAIK SHAHEER	19
30	20JE1E0038	SHAIK SULTHAN	20
31	20JE1E0039	SANAM THIRUPATHAMMA	18
32	20JE1E0040	NANDIGAM THIRUPATHI RAO	19
33	20JE1E0041	SHAIK USMAN	17
34	20JE1E0042	SHAIK VASEEM AKRAM	18
35	20JE1E0043	YAMPARALA VENKATA SIVA APPARAO	17

COURSE COORDINATOR

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	<p align="center">web: eswarcollegeofengg.org</p>

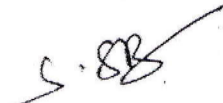
Department of Management Studies

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


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