

**JAIPURIA INSTITUTE OF MANAGEMENT**  
**PGDM (2017-19), PGDM(M), PGDM (SM)**  
**Technology Management for Services**

**Course Overview:**

Technological interventions have become all pervasive. Technology is driving physical as well as non-physical world in a dramatic way. The impact of technology on the way services were delivered have gone through a radical transformation. As the world is becoming more service dominated, it is imperative for today's generation to understand, comprehend and analyze the relational nuances of the duo: Technology and Services. Technology Management for Services is aimed at apprising student community with the impact of technology on society and businesses. Sufficient focus shall also be given on the way technology is acquired in today's scenario. Technology strategy, innovation and its role in value chain will be discussed for the benefit of the students. Technological upgradations follow typical adoption process but it takes varied time for it to get adopted. Aspects in new technology adoption, management and transfer shall also be focused in the course. Technology transfer and assessment has been given due considerations in this course. Human and social aspects of technology management are also been dealt along with environmental issues related to technology management. Technology is a great facilitator and little tricky to handle. This course shall aid students in learning different aspects of managing technology for delivering better services.

**Learning Outcomes:**

- LO1- Apply conceptual learning skills in today's business environment.
  
- LO2- Evaluate organizational decisions with consideration of the political, legal and ethical aspects of business.
  
- LO3-Apply technological forecasting
- LO4-Managing technological based innovation
- LO5- Enable organizational change and sustainable improvements at the enterprise level through competitive work systems and effective knowledge management.

### Evaluation Criteria

Component	Description	Weight
Quizzes	There shall be two quizzes of MCQ(s) type, equally distributed over the whole curriculum.	20
Class Discussion and Participation	The students are required to do their pre-reads and contributes actively in the class discussion. For those who constructively participate in class, and contribute to the class's learning the effort will be reflected favorably. Ask good questions! Help the class learn!	20
Benchmarking Project Report	Each study group will select a Rural Marketing Research topic of mutual agreement from a list of topic ideas that will be posted on LMS MOODLE, and reviewed in the third week of class. The final report will consist of studying and analyzing given issue, relevant literature review, field visit and data collection, finding and preparing report	20
End Term	It will be based on the total course. This will consist of case study, application based situation questions along with conceptual review	40

### Session Plan

Session	Topic	Methods/Case	Learning Outcome
1	Concept and Meaning of Technology and Technology Management	Class Discussion	LO1
2	Forms of Technology- Process technology; Product technology	Class Discussion	LO1 & LO2
3	Impact of Technology on Society and Business-	Class Discussion	LO1 and LO2
4	Technology Acquisition: Reasons Compelling a Company for Obtaining a New Technology	Class Discussion	LO1 & LO3
5	Management of Acquired Technology	Class Discussion	LO1 and LO2
6	Measures of Scale and Mechanisms for Acquiring Technologies	Case Analysis	LO1 and LO2
7	Concept of Technology Forecasting	Guest Speaker	LO1 and LO2
8	Characteristics of technology forecasting	Class Discussion	LO1 and LO2

9	Technology Forecasting Process	Case Study and Discussion	LO2
10	Forecasting Methods and Techniques	Case Study and Discussion	LO1 and LO2
11	Technology Strategy and Competitiveness	Field Visit	LO1 and LO2
12	Competitive Advantage- Components of competitive advantage	Class Discussion	LO4
13	Technology Management Evaluation	Class Discussion	LO4
14	Role of Government in Technology Management	Class Discussion	LO4
15	Knowledge Based Technology and Techniques	Case study on rural e-Seva and ITC	LO4
16	Role of Artificial Intelligence Techniques	Class Discussion	LO4
17	Technology Transfer:Modes	Guest Lecture	LO4
18	Dimensions of Technology Transfer	Class Discussion	LO4
19	Human Aspects in Technology Management: Integration of People and Technology	Class Discussion	LO4
20	Factors Considered in Technology Management- Organisational factors; Psychological factors	Class Discussion	LO4
21	Organisational Structure and Technology	Class Discussion	LO3
22	Social Issues in Technology Management	Class Discussion	LO3
23	Impact of technological change	Class Discussion and field visit	LO3
24	Technology Assessment and Environmental Impact Analysis-	Class Discussion	LO2