

VEER NARMAD SOUTH GUJARAT UNIVERSITY

MASTER OF BUSINESS ADMINISTRATION

(Evening)

(With Effect From July 2002)

Semester – IV

Optional Courses

7. Small Business & Entrepreneurship Management Group

OSB 401 Technology Acquisition & Diffusion

OSB 402 Technology Transfer & Absorption

VEER NARMAD SOUTH GUJARAT UNIVERSITY

MBA (Evening)

Semester – IV

SMALL BUSINESS AND ENTREPRENEURSHIP MANAGEMENT GROUP

OSB 401

Technology Acquisition & Diffusion

Objectives:

This course will highlight at the indicators of Technology and Market survey for Technology with a point of view of Diffusion, also the parameters on which Technology is assessed and evaluated and the key works for the success of an effective diffusion will be discussed.

Course Contents:

Technological Indicators; Make vs. Buy Decisions; Technomarket Survey; Assessment & Evaluation of Technology (TA &TE); Methodology of TA; TA Imperatives; Organization & Management of TA; TE Parameters: Financing the Technology: Government Funding: CSIR, IDBI, ICICI CII and UNDP etc.; Venture Capital; Identification of Core Competence; Technology Absorption Efforts-Case Studies DRDO; Management of Technology Absorption; Benefits of Technology Absorption; Future Thrust for Technology Absorption; Importance of Diffusion; Diffusion Strategies; Case Studies-Indian Experiences; Technology Marketing Issues, Strategies – Internal transfers, export etc.

Suggested Readings:

1. Coates, VT: A handbook of technology assessment. U.S. Department of Energy, Washington D.C. 1978.
2. Hawthorne, Edward P: Management of technology London, McGraw – Hill, 1978.
3. Fransman, Matrin & Kenneth King Technological Capabilities in the third world, Macmillan, 1984.
4. Jain, Ashok, S. Pruthi, K.C. Garg, S. Anabi: Indicators of Indian Science & Technology, Segment Books Pubi. 1996.
5. Twiss, Brain & Goodridge, Managing Technology for competitive advantage, Pitman, 1989.
6. Wad A, Radnor M, Technology Assessment: Review & Implications for developing countries, UNESCO Science Policy Studies No. 16, 1984.

The list of cases and specific references including recent articles and reports will be announced in the class at the time of launching of the course.

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OSB 402

Technology Transfer & Absorption

Objectives:

To share awareness and experiences in the field of Transfer of Technology through mutual interaction by sharing views and experiences of some Professionals in the field of Technology Transfer, and to provide field purchase solution to these issues through better managerial techniques and organization changes.

Course contents:

Aim and Objectives of Technology Transfer; Models of Technology Transfer, Technology Transfer Modes; Technology Search Strategy; Dimensions of Technology Transfer; Features of Technology package; Routes of Technology Transfer; Technology Absorption capabilities of recipient enterprise; Competence of know – how supplier; Pricing of technology; Technology Transfer Agreements; Code of conduct for Technology Transfer; Government initiative and Technology Transfer; Indian Experiences and case studies.

Suggested Readings:

1. Mann, TS, Transfer of technology, Bombay, Himalaya Pub. House, 1982.
2. Menon, KSV, Technology transfer: Concept modalities and case studies, Delhi, Gold Line, 1990.
3. Mogavexco, L.N. and R.S. Shane, 1982, Technology Transfer and Innovation, Marcel Dekker, New York.
4. Nath, NCB and Misra, L (ed): Transfer of technology in Industry. Case studies on utilisation indigenous R & D. Delhi, Indus Pub. Co. 1994.
5. Singer, Hans: Hatti, Neelamber; Tandon, Rameshwar (ed): Technology transfer by multi-nationals. Delhi, Ashish pub. House, 1988.

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