

# **VEER NARMAD SOUTH GUJARAT UNIVERSITY**

## **MASTER OF BUSINESS ADMINISTRATION**

**(Full Time)**

**(With Effect From July 2002)**

**Semester – IV**

### *Optional Courses*

#### **7. Small Business & Entrepreneurship Management Group**

<b>OSB 401</b>	<b>Technology Acquisition &amp; Diffusion</b>
<b>OSB 402</b>	<b>Technology Transfer &amp; Absorption</b>
<b>OSB 403</b>	<b>R &amp; D Management</b>
<b>OSB 404</b>	<b>Programme Management</b>

# **VEER NARMAD SOUTH GUJARAT UNIVERSITY**

**MBA (Full Time)**

**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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#### **SMALL BUSINESS AND ENTREPRENEURSHIP MANAGEMENT GROUP**

#### **OSB 403**

### **R & D Management**

#### **Objectives:**

To develop middle level scientists in the modern concepts of R & D management with a view to make them effective project managers and to enhance their human and behaviour skills to make them effective member of a large multi-disciplinary projects.

#### **Course Contents:**

Survey of Emerging Technologies; Environment Analysis; Project Proposals; R & D Management: Management of Knowledge workers, R & D environment; Management of High value Instruments Test Facilities, workshops etc; Identification of partners/contractors for R & D Projects; R & D Budget; Technology Scanning; Procurement Procedure; Material Management Policy; Discard Policies and Procedure; Contract Management; Vendor Development; Procurement and Utilisation of Capital Equipment; Test Facilities; Sharing of resources with other Institution – Sponsored Resources; Development Tools; Design Methodologies; CAD / CAM / CIM; Design for Manufacturing; Design for Maintenance.

#### **Suggested Readings:**

1. Cetron, Marvin J and Goldhar, Joel D (ed): The science of managing organised technology. N.Y., Gordon & Research, Science Pub., 1970
2. Jain, RK and Triandis, HC: Management of research and development organizations; managing the unmanageable, N.Y. Wiley, 1990.
3. McLeod, Tom: The management of research, development and design in industry. England, Gower, 1988.
4. Meredith, jack R and Mantel, Samuel, J: Project management: a managerial approach. N.Y. Wiley, 1985.
5. NTIS: The management of Government R & D Projects; the effects of the contractual requirement to see specific management techniques. Texas, University of Texas at Austin, 1972.

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#### **OSB 404**

### **Programme Management**

#### **Objectives:**

To train the scientist and managers in the practical application and modern tools and techniques of planning, scheduling; monitoring and control of multiple projects.

#### **Course Contents:**

Project Feasibility Study: Programme Management Concepts-Society Model ADA, IGMDP Model. Deemed University Model. MOUs etc. PMBOK ISO standards; Project Appraisal; Project Selection; Networks Models and their applications-PERT, CPM, GERT, Precedence Network; Resource Allocation and Scheduling; Project Costing-Zero base Budgeting, Budgetary Control, CAG Report; Project Monitoring and Control – CASM (DRDL Model); Time and Cost Over run; Concurrent Engineering; Project Closure-Cube Model; IEEE Models; Project Management Software; Major Projects in DRDO / DAE / CSIR / HAL etc. SARVATRA; IGMDP; MBT; FALCON; SAMYUKTA; INSAS; LCA.

#### **Suggested Readings:**

1. Choudhury, Sadhan: Project scheduling and monitoring in practice. Delhi, south Asian Pub., 1986.
2. Harrison, FL: Advanced project management. London, Gower, 1985.
3. Lockyer, KG: An introduction to critical path analysis. London, Pitman Books, 1982.
4. Martino, RL: Project management and control; finding the critical path; Applied operational planning; Allocating and scheduling resources; N.Y. , American Management Association, 1965.
5. Meredith, Jack R and Mantel, Samuel J: Project management; a managerial approach N.Y. Wiley, 1985.
6. Srinath, LS: PERT and CPM; principles and applications. Delhi, East-West Press, 1975.
7. United Nations Industrial Development Organization: Guide to practical project appraisal; social benefit – cost analysis in developing countries. Delhi, Oxford and IBH PUB. Co., 1978.

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