

# Technology Acquisitions and Diffusion



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SYLLABUS  
UNIT I**

Introduction to technology management: Concept and meaning of technology, Evolution and growth of technology, role and significance of management of technology, Impact of technology on society and business, Forms of technology: process technology and product technology.

#### UNIT II

Competitive advantages through new technologies: product development - from scientific breakthrough to marketable product - Role of Government in Technology Development. Linkage between technology, development and competition, Managing research and development (R&D), Managing Intellectual Property.

#### UNIT III

Technological Forecasting: Exploratory: Intuitive, Extrapolation, Growth Curves, Technology Monitoring, Normative: Relevance Tree, Morphological Analysis, Mission Flow Diagram.

#### UNIT IV

Technology Assessment: Technology Choice, Technological Leadership and Followership, Technology Acquisition. Meaning of Innovation and creativity, innovation management.

#### UNIT V

Technology strategy: concept, types, key principles, framework for formulating technology strategy, Technology forecasting: techniques and application. Technology diffusion and absorption: Rate of Diffusion; Innovation Time and Innovation Cost, Speed of Diffusion. Project management in adoption and implementation of new technologies.

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