

## **(035-C&M-05-03) MBA – TECHNOLOGY MANAGEMENT**

### **Significance of the Program:**

The program blends essential management skills with a focus on technology. This specialised degree prepares professionals to effectively manage and lead in technology-driven industries. It equips them with a deep understanding of how technology impacts businesses and how to leverage it for competitive advantage. It further enables to excel in leadership roles within technology sectors, ensuring they are well-equipped to handle the challenges of integrating technology and business strategy.

### **Career Options:**

Pursuing an MBA in Technology Management opens up a wide range of career opportunities, particularly in sectors where business and technology intersect.

- Technology Project Manager
- IT Manager/Director
- Chief Technology Officer
- Business Analyst
- Product Manager
- Cyber Security Manager
- Management Consultant
- Data Analytics Manager
- Information Systems Manager
- Business Development Manager for Tech Companies
- Digital Marketing Manager
- Entrepreneur

### **Program Objectives:**

MBA in Technology Management is designed to equip students with the skills and knowledge needed to effectively manage and lead in the intersection of technology and business.

- To provide a strong foundation in essential business areas such as finance, marketing, operations, and strategy.
- To develop a deep understanding of current and emerging technologies and how they can be leveraged in a business context.

- To cultivate leadership abilities, enabling graduates to lead teams, projects, and organisations effectively, particularly in technology-driven environment.
- To enhance skills in identifying, analysing, and solving complex problems at the intersection of technology and business.
- To encourage innovative thinking and entrepreneurial skills, empowering graduates to create or contribute to tech-driven ventures.

**Outcomes of the Program:**

- Graduates will be able to develop and implement technology strategies that align with and support overall business goals.
- Ability to lead and manage teams effectively, especially in technology-driven environment, including skills in motivating, mentoring, and managing diverse groups.
- Enhanced ability to analyse complex business and technology problems, think critically, and propose innovative solutions.
- Understanding of how to integrate technology solutions into business processes to drive efficiency, innovation, and competitive advantage.
- Skills and knowledge to either launch or contribute significantly to technology-based entrepreneurial ventures.

**Major Course Outline:**

1. Technology Forecasting and Assessment
2. Foundation in Technology Management
3. Technology Innovation and Entrepreneurship
4. Leadership in Technology Management
5. Total Quality Management
6. Digital Innovation Transformation and Creativity
7. Project Management
8. Legal and Ethical Issues in Technology Management
9. Information Systems Management
10. Product Management
11. Data Analysis and Decision Making
12. Human and Machine Intelligence