Universidad de La Sabana

SUBJECT SYLLABUS

ACADEMIC OVERVIEW
INTERNATIONAL SCHOOL OF ECONOMIC & ADMINISTRATIVE SCIENCES

SUBJECT NAME AND CODE: Technological Management – Audi Master Class (CAUDI)
PROGRAM: Business Administration
Level of Study Undergraduate Program

GENERAL ACADEMIC INFORMATION	
LATEST UPDATE	2014-2
VALID FOR	VALID
ACADEMIC AREA	Innovation & Entrepreneurship
CYCLE	Professional
SEMESTER	From Seventh
SUBJECT TYPE	Elective
CREDIT POINTS	2
CLASSROOM HOURS PER WEEK	2
PRE-REQUISITES	None
LANGUAGE	Spanish
TEACHER´S NAME	Marco Aurelio Pastrana de La Cruz
COURSE DETAILS	
COMPETENCES DEVELOPED	Basic knowledge in economics, business administration processes, plus global and Colombian economic history. Expertise in development of entrepreneurial projects. High level of analysis and class participation.
COURSE CONTENTS	1. Basics of prosperity in nations and organizations, based on technology management 2. What is innovation and what is technology, on the basis of Research and Development (R&D) as fundamental tools 3. Rates of innovation in companies and nations, based on studies of international organizations 4. Analysis of the competitiveness of nations, based on the use of good technology management policies 5. Rates of innovation in companies and nations 6. Conceptualization of the relationship among R&D, innovation and technology management 7. Definition of basic terminology of R&D and innovation, according to the Frascati and Oslo manuals 8. Definition of the technology S-Curve. Analysis of the stages of each technology in society impact vs. market saturation 9. Knowledge management as a starting point for development of innovation 10. Operational and non-operational strategies for knowledge acquisition within the possibilities of companies and organizations 11. Technology management models to understand how you can structure a proposal at international level 12. Examples of technology management models, according to several authors 13. Culture for supporting innovation. Significance organizations and businesses cultural change structure to deal with technological management decisions 14. Political and legal framework to structure a model of official and private cooperation for the promotion of technology management 15. Importance of R&D in public and private companies, as a fundamental model of competitiveness 16. Analysis of some of the 1,000 companies with the highest investment in R&D knowledge in different fields and industries 17. Integrative models to apply a structured and systematic model of technological innovation in countries 18. Tools for technology management. Topic Guide Handbook 19. Creativity as key tool to drive innovation 20. Examples of some creativity techniques. Emphasis on TRIZ and ASIT models. Examples applied in the development of engineering solutions 21. Technological trajectories according to several authors 22. Analysis of the Kondratieff cycles for technological trajectories. Next round of big innovations. Possibilities for a country like Colombia 23. Plans for the future as the pivot for investments in technology management and innovation 24. Definition of prospective tool as a new model of planning forward 25. Definition of the technical scenario planning 26. Examples of multinational companies that use scenario planning as fundamental tool for their technological plans 27. Planning forward based on urbanism. Audi Urban Future Awards

METHODOLOGY	Lecture & Case Study
ASSESSMENT	Two mid-term exams (60%), and a final exam (40%).
LINKS:	
WEEKLY PLAN	Provided by request
DETAILED CONTENT	Provided by request