



STRATEGIC MANAGEMENT OF TECHNOLOGY

CODE: **ENST12268**

CREDIT HOURS: **48 HOURS**

PROFESSOR: **ALEXANDRE CAPPELLOZZA & GILBERTO PEREZ**

OBJECTIVES

General

Enable students to analyze the adoption of new technologies focused on effective results for companies, markets, and society.

Specifics

- Explore theoretical and empirical aspects involved in Technology Management;
- Stimulate the development and analysis of technological applications focused on managerial and strategic aspects;
- Develop knowledge in the use of instruments supported by information technology models.

FOCUS AND APPROACH

This course is centered on strategic, behavioral, analytical, and issues related to adopting innovations and technologies consistent with market needs and stakeholder expectations through scientific studies.

The central theme of this course is linked to managerial and strategic aspects of technology management rather than technical factors.

The discipline's approach is to provide a space for discussion, analysis, and exposure of theories, methods, and challenges companies face regarding the management of technologies.

CONTENT

1. Digital Transformation
2. Technology Adoption Models
3. Design Science Research for Technological Artifact Development
4. Technological Transition
5. Analysis and Evaluation of Technological Resources



TEACHING STRATEGY

The discipline includes case studies, reading articles and debates during class, and the preparation of individual and group assignments.

The assignments allow the student to reflect on his dissertation to be developed, and the group assignments are designed for discussions on technological solutions to share experiences and collaborative learning.

The final product of the discipline is an article that deals with a proposition of a technological artifact applied as support to processes or organizational solutions. The work must focus on the benefits and functionalities of this artifact through its use from different perspectives, for example, processes, users, companies, or organizational strategies.

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