



Universidade Presbiteriana

**Mackenzie**

**CCSA - Centro de Ciências Sociais e Aplicadas**

Programa de Pós-Graduação em Administração do Desenvolvimento de Negócios

## STRATEGIC MANAGEMENT OF TECHNOLOGY

CÓDIGO: **ENST55007**

HORAS DE CRÉDITO: **40 HOURS**

PROFESSOR: **ALEXANDRE CAPPELLOZZA**

### MAIN OBJECTIVE

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

### SPECIFIC OBJECTIVES

- 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

The focus of the discipline is centered on strategic, behavioral, analytical issues associated with the adoption of innovations and technologies in a manner consistent with market needs and stakeholder expectations, through scientifically based studies to obtain effective results. The central theme of the course is technology management with an emphasis on managerial and strategic aspects.

The approach of the discipline is to provide a space for discussion, analysis, and presentation of theories, methods, and challenges of the issues faced by companies regarding technology management..



## CONTENT

- 1 Technology Adoption
2. Behavioral Modeling in IT
3. Applied Importance-Performance Analysis
4. Strategic Aspects of IT and Virtual Engagement
5. Technological Transition

## TEACHING STRATEGY

The teaching-learning process encompasses practical case studies, scientific articles, and debates during class, in addition to the development of group projects.

The projects allow students to reflect on the final project to be developed, and the group projects are designed for discussions on technological solutions and analyses with the aim of sharing experiences and collaborative learning.

The final product of the course is an article that addresses a proposal for applied research as support for organizational processes or solutions. The work should focus on the benefits and functionalities of technologies through their use from different perspectives, such as processes, users, companies, or organizational strategies.

## BIBLIOGRAFIA

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