In technology management spectrum, technologies are born as concepts and go through several phases to get integrated into new products, systems, and new cultures. This course will explore these different phases through case studies, readings and research books published recently.

DELIVERABLES

CASES – INDIVIDUAL -- 25%. 3 Reports
ARTICLE DISCUSSION – INDIVIDUAL -- 25%, 3 presentation
APPLICATION PRESENTATION - TEAM -- 25%, Presentation Slides
BOOK REVIEW - TEAM -- 25%, Presentation Slides
BONUS -- TEAM, PICMET Session Report -- 15%

CLASS MATERIAL

TEXTBOOKS
Required
§ "Technology Exchange in the information Age" By Lesko et. al., Battelle Press
Optional - every team will pick one for review
§ "Technology Transfer Systems in the United States and Germany" by Abramson et. al., National Academy Press
§ "R&D Collaboration on Trial: The Microelectronics and Computer Technology Corporation" by Gibson, HBS

CASES – required (CS 1 and 2 are only reading assignment)
1. Note on Global Technology Flows
2. Note on International Licensing
3. Northern Telecom and Netas (B): Transferring Technology to Central Asia
4. ARCH Venture Partners: November 1993
5. Saturn Corp. in 1998
6. Technology Transfer at a Defense Contractor (Abridged)
7. Technophar in Viet Nam

READINGS – required (included in the class handouts)


<table>
<thead>
<tr>
<th>Week/Day</th>
<th>Subjects to be Covered</th>
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<tr>
<td>6/26</td>
<td>“Types/Modes of Technology Transfer”</td>
<td>Team Book Selection</td>
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| 7/3      | “University/Industry/Government Collaboration for Tech. Transfer”  
*Case Study 1,2 (Note on Global Technology Flows; Note on International Licensing)*  
*Case Study 3: Northern Telecom and Netas (B): Transferring Technology to Central Asia*  
*Article Discussion (1-6)* | § Case Reports  
§ Team Application |
| 7/10     | "International Technology Transfer"  
*Case Study 4: ARCH Venture Partners: November 1993*  
*Article Discussion (7-11)* | § Case Reports  
§ Lesko Chps 1-2 |
| 7/17     | "Managerial/Organizational Issues”  
*Case Study 5: Saturn Corp. in 1998*  
*Article Discussion (12-18)* | § Case Reports  
§ Lesko Chps 3-4  
§ |
| 7/24     | Book Presentation - Commercializing New Technologies  
*Case Study 6: Technology Transfer at a Defense Contractor*  
*Article Discussion (19-28)* | § Case Reports  
§ Progress on Team Application (oral)  
§ Lesko Chps 5-6 |
| 7/31     | PICMET CONFERENCE |
| 8/7      | Book Presentation - Technology Transfer Systems in the United States and Germany  
Book Presentation - R&D Collaboration on Trial: The Microelectronics and Computer Technology Corporation  
*Case Study 7: Technophar in VietNam*  
*Article Discussion (29-32)* | § Case Reports |
| 8/14     | Team Project Presentations | § Team Presentations |