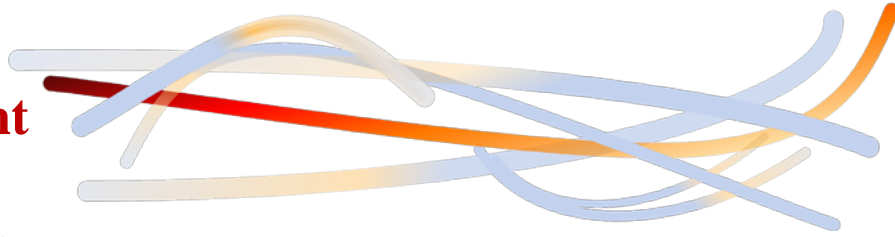


The Art & Science of Technology Management



3 Day Executive Management Course

COURSE OBJECTIVES

Technology is a core competency to achieve a competitive advantage and sustainability for companies and industries. Managing technology competitively requires the understanding of a composite body of knowledge. This course provides a holistic approach to grasp all relevant aspects of technology management. Both art and science dimensions are explored to provide the participant with a good understanding of concepts like technology development, innovation, and technology transfer.

After completing the course, participants will be able to understand, analyze, and take actions on:

- competitive dimensions of technology,
- organizational and personal dimensions of technological development and commercialization.

COURSE OUTLINE

This course is structured to coverage all relevant dimensions of technology management. Among the topics covered:

- Technology Development
- Technological Innovation
- Managing Research & Development
- Creating Effective R&D Teams and Processes
- Technology Transfer
- Technology Intelligence
- Modes of Accessing Technology and Building Capability
- Technology Commercialization
- Strategic Planning for Technology

WHO CAN ATTEND

Engineers, scientists, managers, and staff working in industrial organizations, universities, and R&D centers.

Attendees should have at least a Bachelors degree and a good command of the English language.

COURSE FORMAT AND INSTRUCTORS

The learning method used in this course is a mixture of lectures and case study discussions. The course is 3 days long. Each participant will receive a complete folder of all lecture notes and cases, exclusively prepared for this course. The language of instruction will be mainly English.

The course instructor is:

Dr Aymen Kayal is an Associate Professor of Engineering and Technology Management at KFUPM. Dr Kayal's area of specialization is technology management and he is active in research and consultation in this area. He previously served as founder and chairman of the Saudi Society for Technology Development & Transfer, and as Deputy Director General of the Saudi Organization for Industrial Estates and Technology Zones.

MORE INFORMATION

For inquiries, please feel free to contact:

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