

<b>Module Code</b>	GTOM
<b>Module Title</b>	Global Technology and Operations Management
<b>Credit</b>	20 (10 ECTS)
<b>Module Leader</b>	Prof. dr Maja Levi Jaksic

### **Aims**

The aim of this module is to enable future managers to work productively in international environment by systematic understanding of technology, innovations and operations during globalization and developing their skills in putting that understanding into practice. Particular aims of the module are:

- Comprehensive understanding, at advanced professional level, of technology and operations management in global environment
- Gaining the in-depth knowledge of different models, methods and perspectives in global technology and operations management
- Practical understanding of creating and implementing global technology strategy
- Develop students' critical awareness of opportunities and challenges for managers in global operations

### **Learning Outcomes**

#### *Knowledge*

On successful completion of this module, the student will be able to demonstrate a systematic and practical understanding of current research and relevant professional practice of:

1. key concepts, theories and issues in global technology management;
2. models in managing technology and competitiveness;
3. forecasting, planning and defining global technology strategy;
4. organization and development of global operations in creating new value.

#### *Skills*

On successful completion of this module, the student will be able to:

5. analyse strengths and limitations in implementing global technology and operations strategy;
6. to implement adequate model or method in solving management problem related to global technology and operations;
7. work as a part of team to formulate and implement global technology and operations strategy;
8. collaborate with others in solving problems related to global technology and operations management

### **Syllabus**

- Technology, innovations and operations in global environment
- Managing technology and competitiveness
- Technology and business operations – creating new value for the customer
- Global technology strategy
- Creating global technology strategy: technology intelligence, technology strategy types and options, strategic choice
- International collaborative technology strategy
- Global operations strategy
- Strategic technology management for improving operations performance
- Opportunities and challenges for managers in global operations

## **Learning, Teaching and Assessment Strategies**

Lectures, case studies, selected readings and discussions will be used to demonstrate key issues in management of technology and operations in global environment. Team research will be used to develop teamwork and analytical skills in investigating emerging issues. Seminars/workshops, software presentations will be used to analyse key issues in greater depth

### **Assessment Scheme**

This module is assessed using coursework and examination.

*30% Individual coursework* (learning outcomes 1, 2, 5) where students are expected to write an essay about specific problems in managing technology and operations in global environment (Students will apply for essay topic due week 3, deadline for final versions is week 9)

*20% Group coursework* (learning outcomes 2, 5, 7, 8) where students are expected to prepare presentation and analyse strengths and limitations in implementing global technology and operations strategy in selected company (Students get assignments due week 4, deadline for final versions is week 10)

*50% Examination* (learning outcomes 1, 3, 4, 5, 6) occurs during the university examination period and is a 2-hour examination. The exam is in written form and consists of multiple choice and open (essay) questions.

For individual and group coursework students will get feedback on draft versions if submitted two weeks before deadline. After that period their submitted papers will be considered as final versions. They will have at least one week to correct and improve the paper according to feedback. After submission of final versions, students' papers will be assessed in max three weeks. Students are expected to strictly respect the deadlines.

Students need to pass coursework and examination and have minimum 50% in order to pass the module according to the following structure: individual coursework (minimum 15%), group coursework (minimum 10%) and examination (minimum 25%).

### **Assessment Weighing**

Individual coursework 30%

Group coursework 20%

Examination 50%

### **Learning Materials**

#### ***Essential***

- Schilling, M: Strategic Management of Technological Innovation McGraw-Hill/Irwin, 4th edition, 2012
- Heizer, J, Render B: Operations management, Pearson/Prentice Hall, 2009
- Narayanan, V: Managing Technology and Innovation for Competitive Advantage, Prentice Hall, 2001

#### ***Recommended***

- Shane, S: Technology Strategy for Managers and Entrepreneurs, Prentice Hall, 2009
- Narayanan, V: Encyclopedia of Technology and Innovation Management, Wiley-Blackwell, 2010
- Burgelman, R, Christensen, C., Wheelwright, S.C: Strategic Management of Technology and Innovation, McGraw-Hill/Irwin, 5th edition, 2008
- Millson, M., Wilemon, D. The Strategy of Managing Innovation and Technology, Prentice Hall, 2007.
- Burnes, B: Managing Change, Prentice Hall, 2009
- Levi Jaksic, M: Menadzment tehnologije i razvoja, Cigoja stampa, Beograd, 2010
- Levi Jaksic M, Komazec G: Menadzment operacija, Megatrend, Beograd, 2008

Total Notional Learning Hours 200