



SYMBIOSIS INTERNATIONAL (DEEMED UNIVERSITY)

(Established under section 3 of the UGC Act 1956)

Re - accredited by NAAC with 'A' Grade

Founder: Prof. Dr. S. B. Mujumdar, MSc., Ph.D. (Awarded Padma Bhushan and Padma Shri by President of India)

Course Name : Technological Entrepreneurship

Course Code : T2351

Faculty : Management

Course Credit : 3

Course Level : 3

Sub-Committee (Specialization) : Entrepreneurship

Learning Objectives :

Interpret and illustrate the product development and support systems in a business.

Define, describe and apply the knowledge for a technology based business

Books Recommended :

Book	Author	Publisher
Causation and effectuation: Toward a theoretical shift from economic inevitability to entrepreneurial contingency. Academy of Management	Sarasvathy, S.D. (2001).	
Entrepreneurial discovery and the competitive market process: An Austrian approach. Journal of Economic Literature	Kirzner, I.M. (1997).	
Strategic Management: Concepts and Cases	David, F.	11/E, Prentice Hall 2007
Strategic Technology Management.	Betz, F.	New York: McGraw-Hill, 1993
The theory of economic development.	Schumpeter, J. (1934).	Oxford: Oxford University Press
Opportunities and entrepreneurship. Journal of Management.	Eckhardt, J.T. and Shane, S.A. (2003).	
Strategic Management of Technological Innovation, 2nd	Shilling, M	

Course Outline :

Sr. No.	Topic	Actual Teaching Hours	Contact Hours Equivalence
1	Introduction to Technology, Innovation, and Entrepreneurship Introduction to Entrepreneurship and marketing The innovation process University research and technology transfer Intellectual property rights and development Technology adoption and diffusion Marketing and adoption.	10	0
2	Managing a Technology-Based Business Introduction Historical Environment Today's Environment and Results The Model Examples and Caveats	10	0
3	Product Development and Decision Support System	15	0

	Introduction to Product Development Decision Support System The decision making process Models of Product Development Decision Support System The Customer Driven Managerial Decision making process Qualitative Selection Quantitative Selection Risk Assessment/Analysis.		
4	Strategic Technology Management Introduction to Technology Management Selecting a Technology Strategy Strategy Types Strategy Analysis Technology Maturation & Technology Substitution Technology Forecasting.	10	0
Total		45	0

Pre Requisites :

ENTRE U2
ENTRE U 3
ENTRE U 4
ENTRE U 5
ENTRE U 6
ENTRE U 7
ENTRE U 8
ENTRE U 9
ENTRE U 10

Evaluation :

Assignments
Project
Written exam
MCQ
Case Analysis

Pedagogy :

Lectures-(AV)
Case Studies
Workshops
Industry Interactions and visits

Expert :

Prof. Vinod Shastri,,