

Academic Year	2018Year	Faculty/Graduate School	Graduate School of Engineering (Master course)		
Lecture Code	U0620101	Subject	Specialized Education		
Subject Name	技術戦略論				
Subject Name (Katakana)	ギジュツセンリャクロン				
Subject Name in English	Technology Strategy for Management				
Instructor	ITO TAKAO				
Instructor (Katakana)	イトウ タカオ				
Instructor's Office	C1-212	Extension Number	5594		
E-mail Address	itotakao@hiroshima-u.ac.jp				
Campus	Higashi-Hiroshima	Semester/Term	1st-Year, Second Semester, 4Term		
Days, Periods, and Classrooms	(4T) Mon1-2,Thur1-2 : ENG 106				
Lesson Style	Lecture	Lesson Style (More Details)	Lecture, Group discussion, Student ' s Presentation		
Credits	2	Class Hours/Week	4	Language of Instruction	J : Japanese
Eligible Students	Graduate students of all school s				
Course Level	6 : Graduate Advanced				
Course Area(Area)	21 : Fundamental Competencies for Working Persons				
Course Area(Discipline)	05 : Diversity				
Keywords	technology management, corporate strategy, technology strategy, corporate vision, objective and goal, environmental analysis, technical evaluation.				
Special Subject for Teacher Education		Special Subject			
Class Status within Educational Program					
Criterion referenced Evaluation					
Class Objectives/Class Outline	<p>Objectives: Technology strategy is divided into two parts: strategy for technology and the IT (Information Technology) strategy. This is a course aiming at technology strategy learning of the corporate management. Technology strategy, i.e. strategy for technology development, and the essence of the strategy theory will be explained in this course.</p> <p>Outline: Not only successful stories, but also rational relationships between technology and management, technology and ethics, and the issues of environment analysis and technology evaluation will be included in this course.</p>				
Class Schedule	<p>lesson1 Outlines and Introduction lesson2 Industrialization of Japanese Sake: Hakubotan lesson3 Ethics in Technology Strategy lesson4 Innovation Process from Beginner to Leader of the World lesson5 Technology Development and Corporate Management in Mazda: A Challenge from local Car-Maker in Hiroshima lesson6 Technology Strategy and Manufacturing of Japanese Sake: Kamotsuru lesson7 Case Study of Technology Strategy: Mitsubishi Heavy Industries lesson8 Japanese Firms in Mexico lesson9 Innovation Strategy in Business Card Management System lesson10 Entrepreneurship and Innovation lesson11 Technology Strategy: GPS System lesson12 Technology Strategy: Roadside Station and Regional Economy lesson13 Resource Accumulation and Its Performance lesson14 A Case of University Venture lesson15 Summary (Final Presentation and/or Final Examination)</p> <p>Reports and exercises associated with technology management, corporate strategy, technology strategy, corporate vision, objective and goal, environmental analysis, technical evaluation are required.</p>				
Text/Reference Books, etc.	<p>1) Kiyoshi Tanba, (2006) Theory of management of technology, University of Tokyo Press. 2) Porter M. E., (1982) Competitive strategy: techniques for analyzing industries and competitors, Free Press. 3) P. F. Drucker, (2007) Innovation and entrepreneurship, Routledge. 4) Barney, J. B., (2001) Gaining and Sustaining Competitive Advantage (2nd Edition), Prentice Hall.</p>				
PC or AV used in Class, etc.	Computer and projector				

Suggestions on Preparation and Review	Do preparations and reviews for all classes. Learn how to explain technology management, corporate strategy, technology strategy, corporate vision, objective and goal, environmental analysis, technical evaluation.
Requirements	No marks are subtracted if you say something " wrong " . This helps other students clarify their misconceptions. If you have something to say, no matter how silly, raise your hand. Class participation is crucial because it helps you build self confidence. Probability statistics and mathematics of differential and integral will be helpful to understand the basic principles.
Grading Method	Learning attitudes25%+ Individual and/or group discussion30%+ Final presentation and/or final report45%
Message	First and most important thing is that the graduate students of science and technology should have their own high professional skills and technologies. This course provides all students a new perspective of technology strategy based upon MOT and Venture Business (MOT-1). In this course, you will learn many successful stories, effective tools of strategy formation, useful concepts of rational relationship between technology and strategy. I will strongly recommend you because this is one of the useful courses for all graduate students. In addition, etiquette for lecturers, particularly the part-time lecturers is required.
Other	The VBL office is in charge of all courses of Management of Technology (MOT).
Please fill in the class improvement questionnaire which is carried out on all classes. Instructors will reflect on your feedback and utilize the information for improving their teaching.	