

| TIME<br>DAY                    | 9.00 - 10.30   | 10.45 - 12.30   | 12.30 - 1.30                     | 1.30 - 3.00  | 3.15 - 4.45   | 5.00 - 6.30  |
|--------------------------------|--|---|----------------------------------|--|---|--|
| <b>WEDNESDAY</b><br>7 November | Introduction<br><br>Ramnik Bhardwa   | Holistic approach to technology management<br><br>Ramnik Bhardwa            | <b>L<br/>U<br/>N<br/>C<br/>H</b> | Aligning technology with company strategy<br><br>Ramnik Bhardwa      | Identifying the technology<br><br>Ramnik Bhardwa                                    | Linking innovation and technology<br><br>Ramnik Bhardwa  |
| <b>THURSDAY</b><br>8 November  | Managing knowledge and technology<br><br>Ramnik Bhardwa                        | Technology auditing<br><br>Ramnik Bhardwa                                   |                                  | Options for acquiring the technology<br><br>Ramnik Bhardwa           | Implementing the technology<br><br>Ramnik Bhardwa                                   | Tools for implementation<br><br>Ramnik Bhardwa   |
| <b>FRIDAY</b><br>9 November    | Approaches to technology management<br><br>Ramnik Bhardwa                      | Technology Road Mapping<br><br>Ramnik Bhardwa                               |                                  | TRM Simulation<br><br>Ramnik Bhardwa/John Howells                    |   | TRM Simulation<br><br>Ramnik Bhardwa/John Howells  |
| <b>SATURDAY</b><br>10 November | R&D Basics... Organisation, Structure, Role and Challenges<br><br>John Howells | R&D Strategies, Capabilities & Generation of Creativity<br><br>John Howells |                                  | Examples of R&D Organisations & How they Compete<br><br>John Howells | R&D Output... Innovation & Justifying R&D / Technology Spending<br><br>John Howells | R&D Return on Investment... Technology Transfer into New Markets to Support Company Growth<br>John Howells |
| <b>SUNDAY</b><br>11 November   | Exploitation of technology<br><br>Ramnik Bhardwa                               | Protection of technology<br><br>Ramnik Bhardwa                              |                                  | Impact of technology on a global level<br><br>Ramnik Bhardwa         | Test + PMA Module review<br><br>Ramnik Bhardwa                                      |  |

**MODULE: TECHNOLOGY MANAGEMENT ISTANBUL TURKEY**  
MODULE REF:

**DATE: 7-11 NOVEMBER 2012**  
LECTURE ROOM: