Chapter 1 : Technology & Management BAS Degree | Oregon Tech

Science and engineering technology enterprises have a great demand for managers who are not only skilled at business, but who also understand the principles underlying the science, technology, and engineering ventures they must manage.

Description This course examines how to develop realistic market plans, forecast schedules, and build effective sales teams for new and ongoing business operations, covering the basic rules of pricing, the positioning of technology products and services for market, how to determine life cycles of new products, and the sales management of complex technology-based teams. IT and Operations Management. Description This course provides an examination of the role the technology leader plays in the daily operations and performance management of an organization. Students leave the course with a deep understanding of the dramatically different priorities, skills, and actions required to succeed as an IT leader. Description This course explores key knowledge management and organizational learning concepts and techniques that are critical to business, individual, and organizational performance. They must also be proactive in recognizing and responding to the influence of technology on these goals and environment s in which they are accomplished. Class sessions encompass a set of topics including purpose, planning, success measurement, and implementation of knowledge management initiatives and organizational learning techniques. Through lectures and individual and collaborative work, students explore how they can use these techniques to improve business performance and strengthen their leadership and management capabilities. Description This course provides coverage of modern database architecture and how organizations extract, transform, and load data to set the foundation for deep analytics within their organization. Students will learn how to develop a strong working knowledge of relational and non-relational databases, structured and unstructured data, as well as scalability and performance issues as they relate to modern applied analytics. The course will provide case studies from industry and students will apply their knowledge to architect real business solutions, not only the optimal architectural framework but the total costs, including hardware, software and human costs, to implement such a solution. Description An in-depth understanding of how to market a business plan and raise capital to launch new ventures. Topics include capital alternatives, confidentiality, meeting analysis, finalizing agreements, and shareholder alternatives. The course requires the design of a venture that contains multiple approaches for investment. Workshop exercises cover methods of negotiating initial investment, management control, and forecasted return-on-investment. Managing the Entertainment Technology Multiverse. Scientific theory aside, this is precisely what has occurred in the entertainment sphere as a result of advances in entertainment technology. We see how technology has obfuscated the demarcation and delineation lines between entertainment media. Rather than perceiving this as a problem or challenge, this course approaches such an evolution from the point-of-view of infinite possibilities. The breadth of content covered in this course ranges from Creative Commons licenses to the various interactive entertainment development technology platforms used to create games, virtual worlds, social media arenas, and cross-disciplinary initiatives as diverse as online gaming, media, branding, enterprise, government, military, and educational solutions. The Experience Economy and Entertainment Technology. Description One of the most fundamental changes wrought by the advent of interactive digital media has been creation of a partnership between the entertainment provider and the consumer. This evolution is marked by the democratization of creativity, acting, and the capturing and conveyance of human experience by the consumer. All of this is driven by the need and desire of the consumer to evoke and capture meaningful experiences. Customization of service leads to transformative experiences, the kind we capture, convey, remember, and talk about long after they have occurred. Such is the aspiration of businesses seeking to reach the 21st century digital citizen marketplace. This course looks at myriad examples of successful â€" and unsuccessful â€" applications of these principles. Cybersecurity Strategy and Executive Response. Description With high profile cybersecurity breaches and incidents occurring on an almost daily basis, cybersecurity strategy is a board-level topic. From Target Corporation to Sony Corporation, Chief Executive Officers CEOs and other c-suite executives are being held

accountable for breaches of data, which has in turn driven interest at the board level in cybersecurity strategy, incident response, and technology risk management. State-sponsored cyber-attacks target critical infrastructure, financial systems, government agencies, political adversaries, retail, and consumer databases, and the intellectual property of technology firms. This course covers the defensive techniques that address perimeter and data security. Business model relationships to security architecture are examined, in particular managing vulnerability introduced through mergers and acquisitions, and Active Directory migrations. Service and Administrative account management and other aspects of network design will be analyzed. Students will investigate recent newsworthy cases and devise countermeasures aimed at both incident prevention and effective CIRT Cyber Incident Response management. Re-engineering and the Systems Development Life Cycle. Description This course provides students with the knowledge and techniques needed to lead major re-engineering projects, including reassessment of legacy systems and changing existing business processes. Understanding the differences between reengineering and continuous improvements and benchmarking is covered up-front together with common obstacles to business reengineering success e. Legacy architectures from de-composable to non-decomposable are covered, and the role of gateways as well. The principles of distributed computing, i. Case studies are used to reinforce topics. The University reserves the right to withdraw or modify the courses of instruction or to change the instructors as may become necessary.

Chapter 2 : Technology Management | Utah Valley University

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