

SUMMARY OF INFORMATION ON EACH COURSE

1.	Name of Course	Technology Transfer	
2.	Course Code	TTT3141	
3.	Status of Course [Applies to (cohort)]	Specialisation Core for B.IT (Hons) Information Technology Management	
4.	MQF Level/Stage Note : <i>Certificate – MQF Level 3</i> <i>Diploma – MQF Level 4</i> <i>Bachelor – MQF Level 6</i> <i>Masters – MQF Level 7</i> <i>Doctoral – MQF Level 8</i>	Bachelor – MQF Level 6	
5.	Version (State the date of the Senate approval – history of previous and current approval date)	Date of previous version : June 2014 Date of current version : June 2015	
6.	Pre-Requisite	None	
7.	Name(s) of academic/teaching staff	Liew Tze Hui Afizan Azman	
8.	Semester and Year offered	Trimester 1, Year 3	
9.	Objective of the course in the programme : This course introduces the student to the role of technology transfer in the strategic management of the global enterprise and explores the issues involved in the transfer of technology. The course objectives are to provide students the framework for making technology transfer decisions and an understanding of structuring and managing the transfer process. The course will cover a range of issues including business fit, make vs. buy decisions, internal and external transfers, global cultures, organizational behaviour, contracts and licensing and effective communications methods. Case studies will be used and students will develop a technology transfer methodology.		
10.	Justification for including the course in the programme : This course provides an introduction of the fundamental aspects of technology transfer. It covers the main elements of the diffusion on innovations, its history, the generation of innovations, to its rate of adoption. It will enable students to make decision in technology transfer based on the framework.		
11.	Course Learning Outcomes :	Domain	Level
	LO1 Define, locate and use sources of information, understand technical needs and understand culture.	Cognitive	Level 1
	LO2 Develop capabilities for understanding, assessing, and resolving human, technical, and administrative issues for Technology Transfer and linkages to other organizations.	Psychomotor	Level 4

SUMMARY OF INFORMATION ON EACH COURSE

	LO3	Demonstrate sophistication and competency in design, analysis, and evaluation of technology transfer processes.	Cognitive	Level 4						
	LO4	Critically analyze factors and strategies that facilitate that contribute to successful technology transfer.	Cognitive	Level 4						
12.	Mapping of Learning Outcomes to Programme Outcomes :									
	Learning Outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
	LO1							X	X	
	LO2	X						X	X	
	LO3	X						X	X	
	LO4	X						X	X	
13.	Assessment Methods and Types :									
	Method and Type		Description/Details					Percentage		
	1 Final Examination		Written examination					50		
	2 Test		Written examination					10		
	3 Tutorial (case study)		Report and Presentation					20		
	4 Assignment		Report and Presentation					20		
14.	Mapping of assessment components to learning outcomes (LOs)									
	Assessment Components	LO1	LO2	LO3	LO4					
	Final Examination	60	60	60						
	Test	10	10							
	Tutorial (case study)			20	100					
	Assignment	30	30	20						
15.	Details of Course									
	Topics			Mode of Delivery						
				Lecture			Tutorial			

SUMMARY OF INFORMATION ON EACH COURSE

<p>Definition of Technology Transfer Case Study Four Main Elements The innovation, communication channels, time, social system Historical View The beginnings of Diffusion Research The rise of diffusion research paradigms</p>	2	1
<p>Innovation-Development Process Recognizing problem or need Basic and Applied Research Development Commercialization Diffusion and Adoption Consequences</p>	1	0.5
<p>Stages in Innovation-Decision Process A Model of Innovation-Decision Process Knowledge Stage Persuasion Stage Decision Stage Implementation Stage Confirmation Stage</p>	3	1.5
<p>Attributes of Innovations Rate of Adoption Research on Attributes of Innovations Relative Advantage Compatibility Complexity Triability Observability</p>	3	1.5
<p>Adopters Adopter Characteristics Adopter Categories Adopter Categories as Ideal Types Characteristics of Adopter Categories</p>	3	1.5

SUMMARY OF INFORMATION ON EACH COURSE

<p>Diffusion Networks & Opinion Leaders Models of Mass Communication Flows Homophily-heterophily in Communication Networks Measuring Opinion Leadership and Network Links Monomorphic and Polymorphic Opinion Leadership Characteristics of Opinion Leaders Diffusion Networks Critical Mass in Adoption of Interactive Innovations Social Learning Theory</p>	4	2
<p>Role of Change Agent & Innovation Change Agents as Linkers Factors in Change Agent Success Homophily and Change Agent Contact Opinion Leaders Clients' Evaluative Ability Centralized and Decentralized Diffusion Systems</p>	3	1.5
<p>Innovation in Organizations Types of Innovation-Decision Organizational Innovativeness The Innovation Process in Organizations Implications of Introduction Shading Studying Consequences Classification of Consequences Form, Function, and Meaning of Innovation Achieving a Dynamic Equilibrium Equality in the Consequences of Innovations</p>	6	3
Total	28	14
Total Student Learning Time (SLT)	Face to Face / Guided Learning	Independent Learning
Lecture	28	28
Tutorials	14	14
Laboratory/Practical	-	-

SUMMARY OF INFORMATION ON EACH COURSE

	Case Study	-	5
	Assignment	-	10
	Mid Term Test	1	3
	Final Exam	2	15
	Sub Total	45	75
	Total SLT	120	
16.	Credit Value	3	
17.	Reading Materials :		
	Textbooks		
	Hishida, Koichi (2013). Fulfilling the Promise of Technology Transfer: Fostering Innovation for the Benefit of Society, Springer.		
	Reference Material (including 'Statutes' for Law)		
	1. Phyllis L. Speser (2006). The Art and Science of Technology Transfer, John Wiley & Sons.		
	2. Gary Libecap (2005). University Entrepreneurship and Technology Transfer: Process, Design, and Intellectual Property (Advances in the Study of Entrepreneurship, Innovation ... Innovation and Economic Growth), Elsevier Ltd.		
	3. Johnson, S. D., Gatz, E. F., & Hicks, D. (1997). Expanding the content base of technology education: Technology transfer as a topic of study. Journal of Technology Education, 8(2), 35-49.		

SUMMARY OF INFORMATION ON EACH COURSE

Appendix (to be compiled when submitting the complete syllabus for the programme) :

1. Mission and Vision of the University and Faculty
2. Programme Objectives or Programme Educational Objectives
3. Programme Outcomes (POs)
4. Mapping of POs to the 8 MQF domain
5. Summary of the Bloom's Taxonomy's Domain Coverage in all the Los in the format below :

Subject	Learning Outcomes (please state the learning Outcomes)	Bloom's Taxonomy Domain		
		Affective	Cognitive	Psychomotor
ABC1234	Learning Outcome 1			
	Learning Outcome 2			
	Learning Outcome 3			
	Learning Outcome 4			
DEF5678	Learning Outcome 1			
	Learning Outcome 2			
	Learning Outcome 3			
	Learning Outcome 4			

6. Summary of LO to PO measurement
7. Measurement and Tabulation of result for LO achievement
8. Measurement Tabulation of result for PO achievement