

Management of Technology

Management of Technology

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- Management of Technology
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- WONKWANG University

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03. Management of Technology

- Management of Technology (MOT)

MOT = Various Management Activities

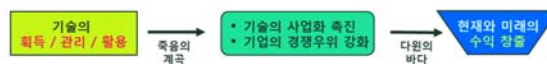


03. Management of Technology

- Management of Technology (MOT)

MOT = Various Management Activities

- 기술의 효과적인 획득·관리·활용을 통해, 기술의 사업화를 촉진하고 경쟁우위를 강화하여, 현재와 미래의 수익창출을 극대화하기 위한 제반 경영활동
 - 기술획득 ⇒ 자체개발 (R&D) 및 외부기술채택 (Outsourcing) [기술혁신]
 - 기술관리 ⇒ 기술역량 축적, 기술평가, 기술자산 관리 및 보호
 - 기술활용 ⇒ 기존사업/제품 강화, 신규사업/제품 개발, 기술판매
 - 기술의 사업화 ⇒ 기술개발의 핵심목표 = 기술의 사업화
 - 경쟁우위 강화 ⇒ 기술역량 축적과 제품/서비스 경쟁력 확보
 - 현재와 미래의 수익창출 ⇒ 현재 뿐만 아니라 미래의 수익창출도 준비
 - 경영활동 ⇒ 기술경영 = "기술개발활동의 경영" (경영의 영역)

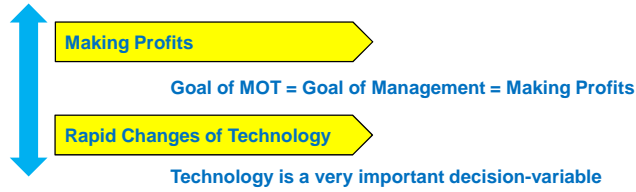


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03. Management of Technology

- Status of MOT

Status of Management of Technology



03. Management of Technology

- Activities of MOT

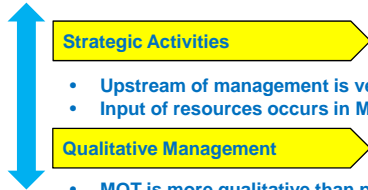
Activities of Management of Technology



03. Management of Technology

- Features of MOT

Features of Management of Technology



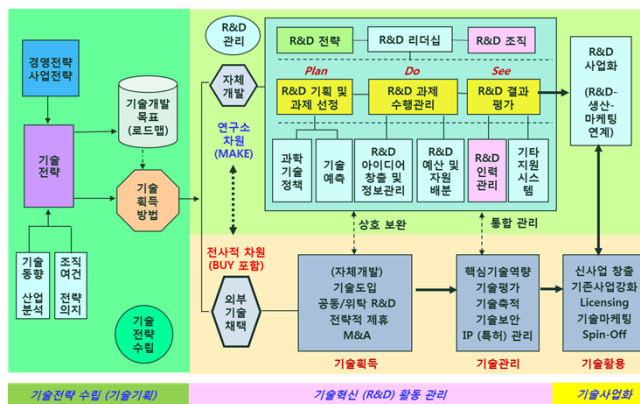
- Upstream of management is very important in dynamic and innovative environments.
- Input of resources occurs in MOT before all other activities.
- MOT is more qualitative than production management or marketing.



03. Management of Technology

- Domain of MOT

Domain of Management of Technology

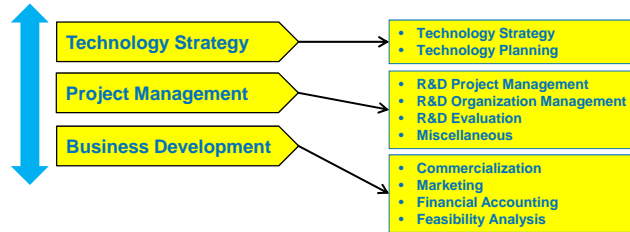


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03. Management of Technology

- Domain of MOT

Domain of Management of Technology

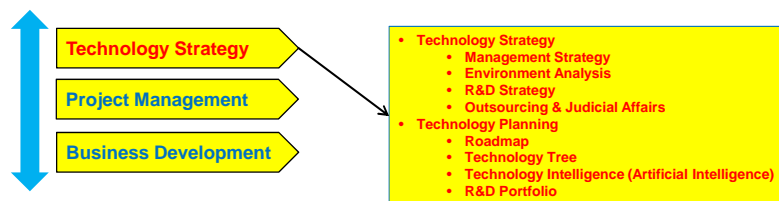


<http://mhsbusinessdept.wikispaces.com>

03. Management of Technology

- Domain of MOT

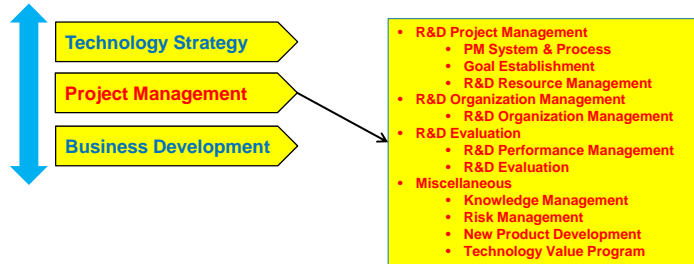
Domain of Management of Technology



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- Domain of MOT

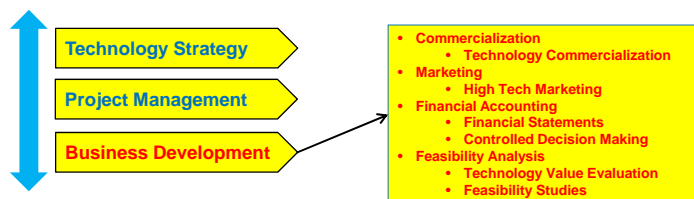
Domain of Management of Technology



03. Management of Technology

- Domain of MOT

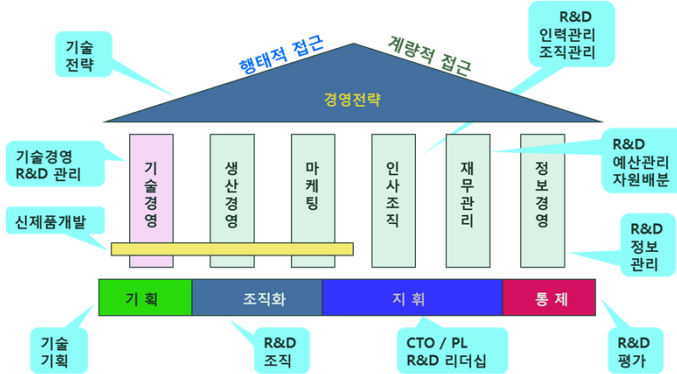
Domain of Management of Technology



03. Management of Technology

- House of Management and MOT

House of Management and Management of Technology



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03. Management of Technology

- Trends of MOT

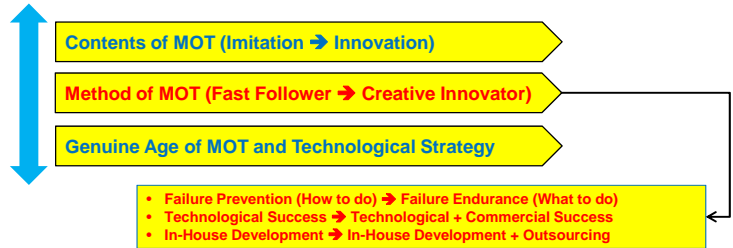
Trends of Management of Technology



03. Management of Technology

- Trends of MOT

Trends of Management of Technology



03. Management of Technology

- Trends of MOT

Trends of Management of Technology



03. Management of Technology

- Problems of MOT

Biggest problems facing technology leaders



03. Management of Technology

- Interests of MOT

Interests of Management of Technology

