



MASTER IN TECHNOLOGY MANAGEMENT

FACULTY OF ACCOUNTING AND MANAGEMENT
UNIVERSIDAD AUTÓNOMA DE QUERÉTARO

AND

ENGINEERING CENTER AND INDUSTRIAL DEVELOPMENT

QUERÉTARO, QRO.
MEXICO

The Master in Technology Management, focused on the development of high standard human resources, offers a master level program with an inter-institutional and international view, oriented to enhance professional qualities, which is proven with the syllabus, program composition and the requirements to achieve the degree.

MISSION

Offer high quality education at a postgraduate level. Develop competitive professionals to socially serve the society. Encourage humanistic, scientific and technological research for wellness and progress. Transmit novelties of humanism, science, technology and arts. Contribute with an environment of responsible participation, freedom, respect and healthy criticism in order to develop new and better ways of life and human interaction.

VISION

The Faculty offers Undergraduate and Postgraduate Programs where these are constantly updated and duly authorized, along with the superior technician program on level 1 of the CIEES, equipped with a leading academic and teaching staff who incorporates and generates ad hoc learning guidelines.

The recognition for preparing and equipping professionals with values, capacities, aptitudes, skills and knowledge in management, accounting and business areas, for their development and fostering their society development, as well as achieving a real link with the productive and social sectors of the country and the state, in order to fulfill the current needs by means of research, innovation and competitiveness.

OBJECTIVES

The Master in Technology Management main objective is to prepare talented and skillful professionals, researchers, professors and applied scientists to contribute within the private and public sector to enhance competitiveness, based on entrepreneurial strategies and techniques. The latter will allow them to develop, and carry out science and business projects and ventures linked to the latest technology.

Specific objectives:

- Prepare professionals to identify and manage the current and new technologies which contribute to the industrial and economic development in order to enhance the competitive advantages of the entrepreneurial sector.
- Evaluate the different restructuring alternatives available for industry, matching the current technological demand with the technological offer, to effectively manage its development, proposing viable alternatives to overcome its shortcomings and failures.
- Manage technology to enhance the efficient utilization of all enterprise's resources and contributing to create value added in the organization.
- Produce and surveil the technologic alert exercises.

- Resorting to the enforceable legislation in Mexico making a comparative analysis of the Intellectual Property Mexican Law and International trends on Intellectual Property Law.
- Analysis and application of the systematic organization techniques for gathering, analyzing, acknowledging and utilizing the useful technical data for the enhancement and protection of the enterprises.
- Developing training on entrepreneurial management and strengthening the entrepreneurial spirit of the professionals.

RESEARCH AREAS

- Intellectual Property Management
- Strategic Decisions in Technology
- Prospective and Technology Diffusion

COURSE STRUCTURE

Our program consists of six modules, each one to be completed in four months.

First	Credits
Statistical Analysis for Management Decisions	3
Accounting and Management Systems Information	3
Microeconomics for Managers	3
Technology Management Project I	5
Second	
Organizational Behavior and Diversity	3
Ethical, Social, Political, and Legal Environment of Business	3
Technology, Commercialization and the Global Environment	3
Technology Management Project II	5
Third	
Operation Management	3
Marketing Management	3
Financial Management	3
Strategic Management	3
Technology Management Project III	5
Fourth	
Strategic Management of Technology*	6
Technology Forecasting and Assessment*	6
Technological Entrepreneurship*	6
Entrepreneurial Finance*	6
Innovative Product Development	6

Technology Management Project IV	5
Fifth	
E-Commerce: Management and Technology	6
Technological Management and Economic Development	6
Sixth	
Projects in Technology Commercialization	6
Dissertation	7

*Two subjects will be chosen in the fourth module.

ENTRY REQUIRED PROFILE

Aptitudes and skills required:

- Analytic capacity and professional discipline.
- Enthusiasm for research.
- Pro-activeness and creativity to develop innovations.
- Attitude and aptitude for teamwork.
- Written and spoken English proficiency (TOEFL 550 points).
- Capacity to work in International scenarios.
- Commitment with their social and cultural environment.
- The prospective student must bear initiative to seek knowledge opportunities and to practice them on a real context.
- Creative, critical and reflexive profile.
- Being capable to generate new intellectual skills to learn how to generate development and research.
- Being committed with its organization and its education.
- Social and civic responsibility and commitment, and ethical values such as honesty, respect and tolerance.
- Research capacity.
- Developing an entrepreneurial attitude, with initiative, creativity and teamwork skills.
- Capable of create and manage ventures.
- Leadership capacity, decision making, adaptability for multi-task teamwork, and problems solutions in any organization.

POSGRADUATE PROFILE

The graduated student will be equipped with an advanced technological knowledge, which will make it capable to generate, innovate, and teach current relevant knowledge, that positively influence the development of the productive, entrepreneurial, and governmental sectors in their core areas related to the Management of Technology.

The Master's graduate in Technology Management will acquire the following skills:

- The qualifications required for professional decision making.
- Taught with discipline and strict methodology, therefore he or she will have the capacity to carry out strategic activities within the entrepreneurial work, an efficient resources management in the entities, teaching, applied research, lecturing and management.
- Participate in Technological Management related to Local and International ventures with the aim of providing acknowledgment to the enterprises, research institutes and universities where the graduate collaborates.
- Face systemic procedures of Technology Management, adequately assessing technical, economic, financial and social issues.
- Contribute with the design and execution of significant structural changes in the organization, in the development and technology management systems, in order to take the role of an efficient change agent within the organization.
- Ethic principles and a solid core of business, project management and team working skills, capable of working efficiently on managerial and high executive positions of enterprises, research institutes, universities, which activities involve topics related to production engineering, quality processes, and other technology and innovation related processes.
- Capable of practical knowledge application, as well as continuous learning and updating.

GRADUATION PROCESS

Course length is two years and when the student has fulfilled all the credits, according to the policies, is required to complete a dissertation about an independent investigation and defend it in a viva exam. The student will be evaluated by a Jury and get the Masters Degree, if applicable. Students can get the Masters Degree by the publication of a paper in a recognized and indexed academic Journal.

TUTORING

The program considers the importance of having assessment during the course period, for that reason, an academic tutor is assigned from the very first day until the end of the program, in order to follow the development and performance of the students. The academic tutor belongs to an institutional committee, who additionally is a full time professor, whose main objective is to enrich the dissertation and to provide the student academic formation.

ACADEMIC EXCHANGE

Mobility is a key aspect of the internationalization of universities and represents a main element for the future Master in Technology Management. An exchange program has been developed in order to enhance the profile of students and alumni allowing them to integrate to the professional life that every time requires higher

levels of education. Students are considered to cover some of the credits at the Anderson School of Management of the University of New Mexico.

ACADEMIC STAFF

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