

New Academic Initiative:
Specialization in Technology Management

Objective

The programme is designed to provide knowledge on emerging technologies applied in integrating and managing various activities of businesses. This will enhance their employability in technology focused organizations. The courses focus on PLM, SOA and ERP in Partnership with Dassault Systems India Pvt. Ltd. and IBM India.

Eligibility Standards

B.E / B. Tech/ B. Sc. (Maths/ Physics/ IT/ Agri) with 60% marks or equivalent.

Center for Building Competence in PLM with Dassault Systems

Product lifecycle Management (PLM):

PLM is the process of managing the entire lifecycle of a product from its conception, through design and manufacture, to service and disposal /retirement. PLM is one of the four cornerstones of a corporation's information technology structure. All companies need to manage communications and information with their customers (CRM – Customers Relationship Management) and their suppliers (SCM – Supply Chain Management) and the resources within the enterprise (ERP – Enterprise Resource Planning). In addition, manufacturing, engineering companies must also develop, describe, manage and communicate information about their product (PLM).

PLM is the title commonly applied to a set of application software that enables the New Product Development (NPD) process. Note: While application software is not always required for PLM processes, the business complexity and rate of change requires organizations to execute as rapidly as possible.

PLM has been of tremendous significance to Product based companies because companies have been able to achieve:

- Reduced time to develop new-products.
- Improved product quality and lesser faults.
- Reduced prototyping costs.
- Savings through the re-use of earlier knowledge captured during previous products.
- A framework for product optimization.
- Reduced waste and optimize material handling costs.
- Savings through the complete integration of engineering workflow.

Product Data Management

Product Data Management is focused on capturing and maintaining information on products and/or services through its development and useful life. Product and

Portfolio Management is focused on managing resource allocation, tracking progress vs plan for the new product development projects that are in process (or in a holding status). Portfolio management is a tool that assists management in tracking progress on new products and making trade-off decisions when allocating scarce resources.

IBM Center of Excellence

Service Oriented Architecture (SOA)

SOA is emerging as the premier integration and architecture framework in today's complex and heterogeneous computing environment. SOA allows for the reuse of existing assets where new services can be created from an existing IT infrastructure of systems. In other words, it enables businesses to leverage existing investments by allowing them to reuse existing applications, and promise interoperability between heterogeneous applications and technologies. Web services are the preferred standards-based way to realize SOA. Web services are software systems designed to support interoperable machine-to-machine interaction over a network.

- WebSphere Business Modeler V6.0 modeling software for process mapping, simulation and evaluation Software will be provided to participants at no charge.
- Develop new business process by exporting the model from WB Modeler into WebSphere Integration Developer v6.0 (WID) .The resulting project contains BPEL definition of the new process model.
- Rationale Software Architect 6.0 helps automate the development of applications and promote reuse of code.
- WebSphere Business Monitor 6.0 for Monitoring activities and different performance reports.

Enterprise Resource Planning (ERP) Competence Center

The objective of this course is to make participants understand how a business works and how information systems fit into business operations, more specifically it would be dealing with the processes that make up a business enterprise and how ERP software can improve the performance of these business processes.

Programs

- Financial Accounting
- General Management & Administration
- Account Management
- Procurement Management
- Order Fulfillment
- Plant Management
- Quality Management
- Manufacturing Management
- Project Management

Courses

Students opting to specialize in technology management, will be required to take the following courses as electives which will be offered with exclusive lab training programme.

1. Product Design & Product Engineering (Term-III)
2. Digital Manufacturing and Virtual Factory (Term-V)

3. Service Oriented Architecture and Web-Services (Term-V)
4. Product Data Management & Product Lifecycle Management (Term-VI)
5. ERP (Term-VI)
6. Consumer Response to Manufactured Products (Term-VII)
7. Functional specializations on Financial Accounting, General Management & Administration, Account Management, Procurement Management, Order Fulfillment, Plant Management, Quality Management, Manufacturing Management, Project Management.
8. Service Oriented Architecture –Design (Term – VIII)

Student will be required to complete the required 13 elective courses for the MBA programme. Hence, the remaining courses can be from the list of existing electives as per the syllabus.

Faculty

Expertise will be drawn from the partner organizations

Opportunity Sectors

1. Automobile Industry
2. Consumer Goods Industry
3. Industrial Equipment
4. Hi-tech Electronic Goods
5. Power and Energy Sector
6. Shipbuilding
7. Aerospace
8. Consumer Packaged Goods
9. IT Enabled Services
10. IT Industry
11. Jewellery Industry
12. Infrastructure Management
13. Apparel Industry