



University of California, Santa Barbara
Program Learning Outcomes

MTM in Technology Management Program

Students graduating with a MTM in Technology Management will be able to:

Core Knowledge

Demonstrate broad knowledge of technology management including understanding of markets, competition and technology development; effective group structures, team processes, and interpersonal skills in technology firms; accounting and finance in the technology sector; methods of analysis for business decisions concerning technology commercialization; market research practices for technology ventures; business models in technology driven industries; project and operations management; leadership in early stage and mature technology organizations; managing product development.

Specialization Knowledge

Demonstrate depth of advanced knowledge in a specialization of technology management such as life sciences businesses; information technology businesses; energy efficiency enterprises; sustainable business practices.

Research Methods and Analysis

- a. Demonstrate proficiency with quantitative methodologies used in technology management.
- b. Design and implement a market research study.
- c. Analyze data for the purpose of solving technology business problems.

Scholarly Communication

- a. Review and synthesize relevant technology management literature.
- b. Write business plans, technical reports, memos, and other documents commonly used in technology management.
- c. Cogently summarize technical research and clearly state the relevance of that research for non-specialist stakeholders and general audiences.
- d. Deliver presentations to large and small groups that are persuasive and of professional quality.

Professionalism

- a. Manifest leadership in the technology management through formal roles and initiatives.
- b. Formulate a business plan to create a new venture.
- c. Engage in effective project management.

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Program Learning Outcomes, continued**

- d. Make effective contributions to teams.
- e. Develop and sustain strong professional relations with colleagues, professional associates, and customers.
- f. Complete assigned tasks and participate in business processes in ways that satisfy employers/colleagues, investors, and customer needs.