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Poster

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Management of Technological Innovation: An Important Part of Engineering Management Program

All new ideas have some difficulties to realise them. Market competition pushes companies to be innovative. But at a university it is sometimes more difficult to overcome these obstacles because there is not so strong and transparency competition. Creating future needs a vision and strategic thinking needs visionary Deans and Presidents at Universities and also understanding of the government. Technology governs more or less our life from economical and social point of view. Classical engineering curricula are disciplinary oriented, have narrow view and should be enriched by more general courses. An example of that idea is the transdisciplinary (or interdisciplinary) Engineering Management Program (EMP). Importance of science and technology and, especially education of engineering management is a key for the future success. This program should be incorporated into a long term university strategy. The development and implementation of such a long term strategy is possible only by joint efforts of private industry and government. The University of West Bohemia started a new certificate program „PRISMA“, as a symbolic name of special piece of glass (in English "PRISM"), concentrates students from different schools and spread knowledge. It consists of the main courses: - Project management, - Integrated Innovation Management, - Strategic Management. Besides these includes the other courses comprehensive psychology of creativity, communication and team building, decision making and will include also Operation Research. The program is a base for EMP program. We believe that the methodology supporting and developing natural learning by solving real life problems, using human creativity, interests and managerial skills in social context will support engineering education. Engineers play an important role in a product development process from research and development to forecasting of customer demands. Technology influences human life more and more. The new information high way brings us many surprises. Especially young people and therefore universities have to react on emerging turbulence future and have to stand in the front line. Therefore universities should continuously introduce new enriched curricula. We modestly believe that this our new program is also contribution to this effort. The attractiveness of the new course of study confirms an interest of postgraduate students.