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Education Model of Technology Management for promoting SMEs to Hidden Champion

Hee-Woon Cheong^{a,*}

^aGraduate School of Management of Technology, Hoseo University, Asan 336-795, Korea

Abstract

In this paper, the proper education model of management of technology (MoT) for small- and medium-sized enterprises (SMEs) was proposed. Considering the regional industrial structure in Chungcheongnam-do and global trend change, it is concluded that ‘Technology commercialization’, ‘Management of converging technologies’, and ‘Globalization of technologies’ are key curriculums for training people who would play a pivotal role in promoting SMEs to global hidden champion.

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Keywords: management of technology; education model; SMEs; global hidden champion

1. Introduction

The main education goal for graduate school of management of technology (Hereafter MoT) is the development of high skilled manpower with high level of practical qualification[1]. In Korea, seven graduate school of MoT are currently in operation. Especially, graduate school of MoT in Hoseo university, which is located in Chungcheong area, was founded in 2016 and has been interested in human resources in region-based small- and medium-sized enterprises (Hereafter SMEs) as a part of the balanced regional development and SMEs promotion. In this regard, an appropriate education model is absolutely essential for training manpower in region-based SMEs.

In this paper, new MoT education model for SMEs was suggested. It was confirmed that technology commercialization, globalization of technology, and management of convergence technology are three elective major courses for successful education model for manpower in region-based SMEs in Korea.

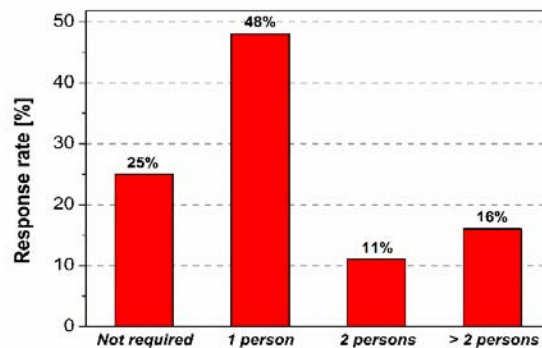
* Corresponding author. Tel.: +82-41-540-9956; fax: +82-41-540-9989.
E-mail address: hwcheong@hoseo.edu.

2. Backgrounds for New Education Model

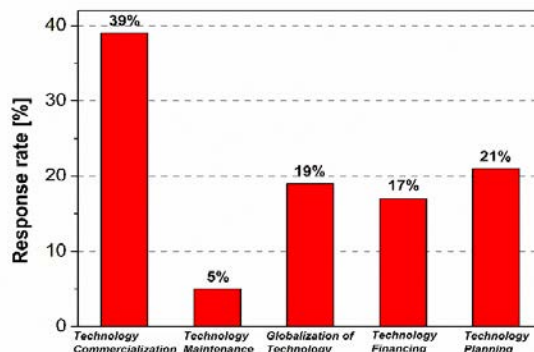
New education model for SMEs in Korea was designed base on analysis on educational needs and education trend, and educational contents offered by universities. Firstly, the educational needs for MoT was investigated by surveying 125 SMEs located in Chungcheong area. Secondly, the future education trend for MoT was considered by performing opinion polls aimed at 79 experts in MoT. Lastly, a number of educational contents provided by more than 30 domestic and foreign universities were reviewed in order to design proper education model for SMEs.

3. Result and Discussion

Fig. 1 (a) and (b) show the demand for professional manpower in MoT and course preferences based on the survey from SMEs in Chungcheong area, respectively. It was confirmed that 75% of the total subjects required at least one professional manpower in MoT to operate business. Especially, 39% of the total subjects was confirmed to look for talents with a high level of competence in technology commercialization.



(a)



(b)

Fig. 1. Survey from SMEs in Chungcheong area: (a) Demand for professional manpower in MoT; (b) Course preferences

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