



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.

**Continued on Page 2**

**University of California, Santa Barbara**  
**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.