

# TECH TALK

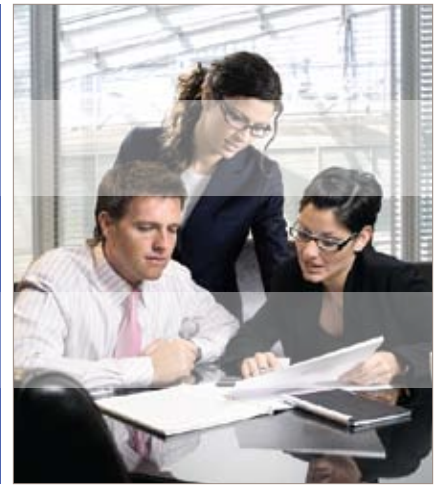
FALL 2008

LINKING THE TMGT COMMUNITY OF CANADA'S LARGEST POLYTECHNIC INSTITUTE

BRITISH COLUMBIA  
INSTITUTE OF TECHNOLOGY

SCHOOL OF  
TRANSPORTATION

bcit.ca/  
transportation/tmgt



## BACHELOR OF TECHNOLOGY IN TECHNOLOGY MANAGEMENT DEGREE PROGRAM



LEFT TO RIGHT; JAS NANDA, JIM HENDRY (TMGT PROGRAM HEAD), ALISTAIR MACARTHUR, JASON SOLIVEN

LEFT: ACHIEVEMENT AWARD PRESENTATION; JIM HENDRY AND JAS NANDA

## Convocation Spring 2008

Congratulations to recent TMGT graduates Jasvir (Jas) Nanda, Alistair MacArthur and Jason Soliven.

Jas Nanda was also the proud recipient of this year's Achievement Award in the School of Transportation for the Bachelor of Technology in Technology Management. This is an annual award established in 1997 by BCIT and is awarded to a graduate for outstanding achievement in the program. Congratulations Jas!



## NEWSLETTER SUBMISSIONS

TMGT welcomes submissions that are applicable in the context of technology management interests and which you believe will be of general interest to other readers.

We want to hear how you used technology to accomplish your business objectives, how you acquire technology, how you manage technology professionals, how you use technology to perform tasks or improve business processes, or how a specific technology implementation advanced your interests.

Please ask for more details or submit your article via email attachment to Terry Suen, [Terry\\_Suen@bcit.ca](mailto:Terry_Suen@bcit.ca).

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## Technology Licensing in China

Recently Jim Hendry did a joint presentation, with Chloe Lee (Hong Kong) and Richard Grams (Guangzhou), on licensing and intellectual property rights (IPR) in China (PRC) to the Licensing Executives Society. Jim's 'share' of the day was to address IPR issues and directions in 2008 and beyond. This provided basic facts about China (did you know they have land borders with 17 countries!), a discussion of what IPR issues have been, what they are now and where they are going under China's eleventh 5-year plan to 2011.

He pointed out that the 'west' has done a lot of 'trailblazing' on which the Chinese have been very astute at capitalising. Those trails include innovation processes, manufacturing methods, legal practices,

management skills, marketing, technology management and others. This was followed by discussion of patent, trademark, copyright and other IPR practices, protections and enforcement provisions in China. He gave the example of what China has been doing to protect rights associated with the 2008 Olympics in Beijing, including what is being done to manage infringement of the Beijing mascots called 'FUWA' and their 300+ spin-off products – an ironically home-grown and continuing copyright issue for their Olympics organisers!

Jim further addressed the PRC technology adoption process and its implications for IPR licensees and licensors. The process itself has 5 stages: first they

look for integrated systems; second modularity (assembly kits); third stage is manufacturing (build-to-print); fourth is tailored manufacturing (build & enhance); and fifth is innovate (new design/build). The presentation concluded with key points that included: (1) they are learning (2) their process is real but enforcement is as difficult as it is important (3) with multiple authorities there are challenges in coordinating enforcement actions, and (4) technology development and globalization are dynamic enablers of infringers and it is not an exclusively Chinese issue. All-in-all, not bad for a country in which even the concept of private ownership of intellectual property rights was virtually unknown in 1980!

## Service Award Recognition for TMGT Okanagan Instructor



BRUCE STEVENS, ASCT WITH  
ASTTBC PRESIDENT,  
DARRIN HEISLER, ASCT.  
PHOTO COURTESY OF TED NODWELL, CAE

Okanagan area TMGT instructor, Bruce Stevens, ASCT, was honoured by the Applied Science Technologists and Technicians of BC this May with a Service Award. Bruce graduated from BCIT in 1972, he joined Reid Crowther and Partners in 1974, achieving full partnership in 1992. Bruce says that of the many projects he worked on, one of the highlights was serving as Project Manager for the Furry Creek Golf and Residential Development on Highway 99. He won a Reid Crowther 'Award Of Excellence' in 1997 for an evaluation of the Kettle Valley Railway for the Province of BC. In addition to being a part-time instructor with the BCIT Technology Management degree program, Bruce now runs his own company 'Strategic Solutions Business Development'. He is currently Chair of Okanagan College's Civil Engineering Technology advisory council. Bruce Stevens served as a member of ASTTBC Council from 2001 to 2007

## Teaching Excellence Award

Congratulations to TMGT instructors, Donna Foster and Rich Pender, who were recognized by their students and colleagues for their efforts and contributions in the classroom.

The Employee Excellence Awards is an annual event with nominations submitted for various categories of awards. Over 150 individuals from across BCIT were nominated this year.



ABOVE: (DONNA FOSTER  
RECEIVING HER AWARD FROM  
TOM EECKHOUT, VP HUMAN  
RESOURCES AND DON WRIGHT,  
BCIT PRESIDENT)



LEFT: (RICH PENDER)

## Burnaby Campus Courses

The following are tentatively scheduled courses for CLASSROOM delivery at the BCIT Burnaby campus. Please check our website for confirmed dates and times.

### Engineering, Technology and Management

#### TMGT 7101

Provides candidates with a perspective on the experience needed to assume a role in management in a technology based organization. Focus is on those individuals who possess a formal technical education and are contemplating moving into management or those who are already working in management positions. The course will examine how technologists and engineers can make the often difficult move from a technical specialist role to manager. (1 credit)

Jan 10            Sat\*            0900–1400       3 wks        BBY        CRN 71428

\* Sessions run January 10, 24 and February 7, 2009 (every second Saturday).

### Project Management and Resource Utilization

#### TMGT 7102

Focus of this course is on identifying project management issues in a rapidly changing business environment and strategies for managing changes resulting from the introduction of Information Technology.

Mar 20/21/22    Fri/Sat/Sun    830–1500       3 days        BBY        CRN 76348

### High Technology Marketing Strategies

#### TMGT 7111

Enables candidates to effectively communicate their product's message to target customers and important business partners, including investors, especially in the context of high technology organizations. It also enables them to communicate with appropriate marketing terminology.

Jan 7            Wed            1830–2130       5 wks        BBY        CRN 76343

### Marketing Programs and Plans

#### TMGT 7113

Enables candidates to develop a marketing plan that can be used by management, business partners and investors. Explores the application of programs in the context of high technology markets. Prerequisite: Completion of TMGT 7111 is recommended.

Jan 8            Thr            1830–2130       5 wks        BBY        CRN 19635

### Product Planning and Marketing Implementation

#### TMGT 7114

Explores the technical and developmental aspects of product development. It illustrates a step-by-step approach to product development, looking at both the marketing process as well as the engineering process.

Prerequisite: Completion of TMGT 7111 is recommended

Feb 12            Thr            1830–2130       5 wks        BBY        CRN 47173

## Mirth



*640K ought to be enough for anybody.*

~ Microsoft Chairman Bill Gates, 1981

*Even if you are on the right track, you will get run over if you just sit there.*

~ Will Rogers

*Creativity: Take an object. Do something to it. Do something else to it.*

~ Jasper Jones

*You may be disappointed if you fail, but you are doomed if you don't try.*

~ Beverly Sills

*The real problem is not whether machines think but whether men do.*

~ B.F. Skinner

*If you tried to read every document on the web, then for each day's effort you would be a year further behind in your goal.*

~ Anonymous

*I have not failed. I've just found 10,000 ways that won't work.*

~ Thomas Edison

## Reality Check

Your concerns and issues are important to us.

In future, we will be publishing comments, suggestions or Q&A in this new section of our newsletter to share with you and to get feedback on matters that are of concern to you.

In your submission try to address a topic, concern or issue that will be of interest to, or shared by, others enrolled in the program. Please forward your item to us at [Terry\\_Suen@bcit.ca](mailto:Terry_Suen@bcit.ca).

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## TMGT Course Materials

### COURSE MATERIAL INFORMATION FOR ALL TMGT BTECH STUDENTS

Your course material will no longer be available through the BCIT Bookstore.

Students **MUST** be registered into the course at least **TWO DAYS PRIOR TO THE START OF THE COURSE**. Access to the course material will then be ensured. If you register beyond the two days prior to the start of the course, you may experience a delay in accessing your course material.

To obtain your course material, go to the following link: [bcit.ca/transportation/tmgt/](http://bcit.ca/transportation/tmgt/) On the right-hand side of the page, you will find the login to access your classroom course material. Click on "log in here". Your User ID will be your student ID (A00...) with a -CR at the end of it. Your Password will be your student ID with NO -CR at the end of it.

## TMGT 'Expression of Interest'

Beginning this November, TMGT students will receive an email approximately six (6) weeks prior to each term start with subject heading, 'Expression of Interest' (Eoi) pertaining to classroom course delivery planned in Burnaby and the Okanagan. The intent is that students will reply, indicating which classroom-delivered course(s) they would be interested in acquiring in the upcoming term.

Although the 'Eoi' will of course be non-binding, early indications of potential course enrolments would provide us with a good measure of student interest and thus a basis for planning and scheduling effectively.

*TMGT staff*

### Technology Information Systems

#### TMGT 7123

Provides the candidate with the knowledge to understand how Information Technology is used in technology based organizations. It covers all aspects of systems architecture and systems life cycles. It reviews how data are collected and turned into information by all parts of the organization with an emphasis on how that information can be used in problem solving. The business issues arising from the introduction and use of Information Technology are discussed.

**Jan 6                      Tue                      1830-2130                      5 wks                      BBY                      CRN 48889**

### Leadership in a World of Change

#### TMGT 7145

This course deals with the challenge of providing effective leadership in the context of an ever-increasing rate of change, both technological and in organization expectations. The emphasis is on understanding both the elements of leadership and the dynamics of the change process with a view to appreciating the interdependence of these two forces. The course also differentiates between management and leadership, exploring the need for each aspect while continuing to strive for business goals while engaging in change aimed at improving company effectiveness.

**Jan 6                      Tue                      1830-2215                      12 wks                      BBY                      CRN 73893**

### Implementation Issues in Telecom

#### TMGT 7151

Identifies the various communications technologies and their importance to today's organizations. It focuses on the analysis, planning and implementation of networks, including the integration of voice and data. It emphasizes the major networking options, evaluates their effectiveness, and identifies implementation strategies. Prerequisites: Enrolment in the Technology Management B. Tech program and TMGT 7123.

**Jan 5                      Mon                      1830-2215                      12 wks                      BBY                      CRN 47175**

### Technology Assessment

#### TMGT 8103

Gives candidates the knowledge to develop Technology Assessment processes that are specific to the Graduation Project but can also be applied to their organizations. It provides candidates with the means to increase the probability that a selected technology will provide tangible benefits in addressing specific organizational issues and that will take into account social and environmental concerns.

**Jan 8                      Thr                      1800-2215                      12 wks                      BBY                      CRN 76314**

## Okanagan Courses

Classroom courses for the Bachelor of Technology in Technology Management degree program are also offered in the Kelowna area. If you require information on these courses, please email [laurie\\_mcgee@bcit.ca](mailto:laurie_mcgee@bcit.ca), or phone 604.432.8459 or toll-free 1.877.215.3277.

### Bachelor of Technology in Technology Management Distance Education

For information relating to the administration of online (internet) contact the Bachelor of Technology in Technology Management Distance Education Department at [tmgtde@bcit.ca](mailto:tmgtde@bcit.ca) or 604.454.2218 or toll-free 1.866.768.7070. For more information on the Bachelor of Technology in Technology Management Distance Education courses, consult the website at [bcit.ca/transportation/tmgt/](http://bcit.ca/transportation/tmgt/).

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Engineering, Technology and Management  
 Project Management/Resource Utilization  
 Research and Development Management  
 High Technology Marketing Strategies  
 Market Research  
 Marketing Programs and Plans  
 Product Planning and Marketing Implementation  
 Principles of Finance  
 Accounting for Technologists  
 Technology Information Systems  
 Technology and International Finance  
 Managing Technological Innovation and Entrepreneurship  
 Law for Intelligence-based Business  
 Technology and International Trade and Competition  
 Strategy, Innovation and Entrepreneurship  
 Technology Management Communication  
 Problem Solving and Decision-Making  
 Human Resource Planning and Control  
 Leadership in a World of Change  
 Implementation Issues in Telecommunications  
 Implementation Issues in Data Management  
 Tactical and Strategic Business Use of the Internet  
 Trends in New and Emerging Information Technologies  
 Information Technology Management Issues  
 Applied Research Methods  
 Technology Assessment

TMGT 7101  
 TMGT 7102  
 TMGT 7103  
 TMGT 7111  
 TMGT 7112  
 TMGT 7113  
 TMGT 7114  
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 TMGT 7154  
 TMGT 7155  
 TMGT 8102  
 TMGT 8103



TMGT department staff can be contacted should you require assistance or would like to provide feedback. Please contact any of us at the following:

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 toll free at 1.866.768.7070

**TMGT web site**

[bcit.ca/transportation/tmgt](http://bcit.ca/transportation/tmgt)

Course registration is available online at [bcit.ca](http://bcit.ca), by telephone through the Student Enrollment and Information Services (SEIS) department at 604.434.1610. If you are re-registering for a course that requires approval, you must contact the Bachelor of Technology in Technology Management Distance Education Department at 604.454.2218, or email [tmgtde@bcit.ca](mailto:tmgtde@bcit.ca), to obtain approval to register.

## Technology Skills Shortage Roundtable Held In the Okanagan

ASTTBC (Applied Science Technologists & Technicians of British Columbia) has acted as the catalyst for, and co-host of, a number of 'roundtables' on the looming skills shortage in the technology sector throughout BC. At these events, leaders from government, educational institutions and industry meet to discuss and formulate strategies to address this very real issue. The most recent of these roundtables was held in Kelowna on October 9, 2008.

The issue of a shortage of appropriately educated and trained technologists is one that is not new or confined to British Columbia. ASTTBC held a conference dealing with this back in 2005 and had presenters from many different sectors of the Canadian economy report some significant trends, supported by data, which addressed this issue. Around the world, the technology skills shortage is rapidly becoming a major issue of concern for governments and industry alike. Our modern world economy cannot function without technology and those who design, implement, manage and maintain it.

Simply put, we are not producing enough technologists. The number of individuals graduating from post-secondary technology programs is steadily declining – even as the demand for these individuals is increasing at a staggering rate. The supply is simply not

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## DE Materials Reminder

For many of you who are juggling multiple responsibilities, distance education (DE) delivery provides you with options during times where you are unable to take a traditional classroom delivery course. This option has been available to TMGT students for a number of years now and in this time the department has continued to update course material as per our mandate to keep the learning current and in line with industry and technology changes.

It is important to note that given the length of time one is allowed to complete course work via DE, it is crucial for those of you registered in a DE course to check the course version for which you are utilizing. This is key particularly to those who may have allowed a long stretch of time to elapse from the time of registration to submission of assignments or between each assignment.

Please contact [TMGTDE@bcit.ca](mailto:TMGTDE@bcit.ca) if you are unsure of the course version you should be working with or if you notice course discrepancies.

## Graduation Project Requirement Changes

Effective January 2009, TMGT department will no longer require you to provide a bound hardcopy of your final graduation project report. In place of this, we are asking you burn onto CD a soft copy of the report and submit the CD to the department once you have received your final grade. The soft copy will be kept on file with the TMGT department for future reference.

## Diversity of Companies

We are often asked which companies and industries do TMGT students and graduates come from. Our answer has always been that the TMGT group is highly diverse and we have students from a multitude of companies, not just in the Lower Mainland but across BC and other provinces in Canada. The following is a small sampling of the different organizations TMGT student are involved in or have been involved with in the course of completing their TMGT degree:

- > Accenture
- > Agilent Technologies
- > ALS Environmental
- > Argus Technologies
- > Avcorp Industries
- > Ballard Power Systems
- > BC Gas
- > BC Hydro
- > Bell Mobility
- > Business Objects
- > CDC Software Corporation
- > Coast Mountain Bus Company
- > Cominco Engineering Services Ltd
- > Delta Controls
- > eBay Canada
- > Electronic Arts Canada
- > Fraser Health Authority
- > GE Medical Systems Canada
- > Gescan Inc
- > Greater Vancouver Regional District
- > Halkin Tool Ltd
- > Interior Health Authority
- > Intrawest Corporation
- > Kal Tire
- > Kodak
- > Kohler Canada Company
- > Kootenay Boundary Regional Hospital
- > Ledalite Architectural Products
- > McKesson Medical Imaging
- > PMC – Sierra Inc
- > Rogers Cable/AT&T Wireless
- > Scientific Atlanta
- > Providence Healthcare
- > Teck Cominco Ltd
- > Telus Communications Inc
- > Toronto Pearson Airport
- > Vancouver Island Health Authority
- > Vancouver Island Helicopters
- > Vanguard Plastics
- > Vtech Engineering Canada

*Technology Skills Shortage Roundtable  
continued from page 5*

keeping up with the demand. The questions being asked are *Why* and *What can be done about it*.

The group gathered in Kelowna included representatives from local and regional government, post secondary educational institutions (including BCIT, Okanagan College and UBC-O), consulting and employment organizations, technology-based associations and others from a variety of technology-based companies. All agreed that the issue is serious and the need to act is immediate.

Presenters once again provided data to support their observation of a trend towards lower graduation rates in the technologies and increasing difficulty on the part of employers in finding, attracting and retaining technologists. One spoke of the effect the aging population is having on the

entire technology sector. Huge numbers of 'baby boomer' employees are retiring at the same time birth rates remain low and entrants to the workforce are not adequately trained to take their place. It is estimated that there will be thousands of technology jobs left unfilled in Canada in the next decade.

It was also pointed out that the people needed in technology today are different than their parents, or their parents' parents. They have different aspirations and face different challenges than those who preceded them. Most are not content to simply put in their time at a job and eventually retire to a life of golf and travel. They want to make a difference at whatever they do; they want to do it in an environment of social networking; they want to be recognized for their contribution and

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## Sustainable Urban Development



TMGT is contributing to the Sustainable Urban Development (SUD) new degree initiative of the School of Construction and the Environment under the leadership of Donald Yen. TMGT's role is as a member of the degree proposal's Institute Advisory Committee (IAC), an entity that exists for each degree program at BCIT. This seems an eminently appropriate role for TMGT when one considers the extent to which sustainable technology innovations will

be critical to bringing solutions forward in areas such as urban transit, environmental management, water use, waste management, communications and so many others. TMGT sees a particular synergy in this regard and is pleased to participate, as requested, in the SUD degree evolution. We all have a stake in this venture too, when one reflects that over half the world's population already live in cities and the percentage will continue to grow.

## Avril Sullivan's Project Presentation

Over the years we have received many requests from TMGT students and student candidates inquiring as to what a typical TMGT graduation project would encompass and whether examples of such work may be shared. As the student base and focus of the TMGT degree program is broad, including many different technical sectors, it is difficult to select only one or two project examples which would be representative to all within TMGT.

Beginning with this edition of our newsletter, we will include a number of graduate projects to illustrate the diversity of projects you may consider for your own project and to share the results of some real projects.

Our first is a graduate project from Avril Sullivan, BMET, A.Sc.T, who currently is a Quality and Risk Consultant (Clinical), in the Biomedical Engineering division of Interior Health Authority of BC. Avril's research project consisted of investigating whether an ISO Quality Management System framework could be applied over a service guideline outlined in the Canadian Medical and Biological Society's Clinical Engineering (CMBES) Standards of Practice. The intention of the project was to make recommendations to enhance the existing Clinical Engineering Standard of Practice, and create a best practices approach to clinical engineering (CE) service delivery in Canadian hospitals.

The research indicates the most current and relevant medical device quality management system in use today is ISO 13485, which specifically addresses medical device service. ISO 9001:2000 and ISO 13485:2003 are the best practices quality management systems being used by a number of medical device stakeholders including: government, regulatory, manufacturer, education, research & design development; venture capital companies, independent and international service providers.

A gap analysis between the existing CMBES Clinical Engineering Standard of Practice and the ISO 13485 standard showed that many ISO components were already included in the CMBES Clinical Engineering Standard of Practice. With some additions and restructuring, the application of ISO 13485 quality management is quite feasible. Quebec has already incorporated ISO standards into their professional association for clinical engineering, and standard of practice guidelines.

The majority of hospital clinical engineering services view CMBES Standard of Practice as the national guideline for hospital clinical engineering best practice. However, at the national and provincial level, hospital clinical engineering services are reported to have no common practice or quality management framework. Each hospital had its own interpretation of the scope

of clinical engineering services and how they should be managed. Hospital clinical engineering services are providing more diverse service activities than their counterparts in private industry.

Based on the key findings of this research project, there are five recommendations being put forward to the CMBES committee for revisions to the Clinical Engineering Standard of Practice.

- > Choose a quality management system
- > Define the customers and products
- > Separate services management from services products
- > Identify quality measures
- > Link the CMBES Standard of Practice to hospital accreditation.

Avril was invited to present her findings and recommendations at the 2008 CMBES conference, held in Montreal this June, where discussion was opened to comparing Canadian documents that define the best practices for Clinical Engineering Services in Canada.

As healthcare evolves with technology embedded into clinical practices, the professional engineers and technologists of the clinical engineering services in Canadian hospitals need to dedicate themselves to continually improving their front-line support to healthcare administrators and clinical end-users.

*Technology Skills Shortage Roundtable  
continued from page 6*

they want the flexibility to balance their work with the other – more important – aspects of their life. This is not to say that those who preceded them were not interested in some, if not all, of these same things; the difference is those who are currently entering the workforce expect and demand that these conditions will be provided by their work experience.

Another presenter spoke to the fact that Canada in general, and BC specifically, trails the world in graduating engineers, technologists and technicians. Technology programs at many of the post-secondary educational institutions are being shut down or operating at only half capacity. Employers, even those willing to educate and train their employees in the technology skills required in the new emerging economy, are finding it increasingly difficult to acquire staff. One participant told of traveling all the way to Ontario to attend a Career Fair to have only one potential candidate visit the booth.

The situation is critical and “the time for action is now”. We simply have to increase the supply of technologists and technicians to meet the demands of industry. We cannot afford to delay our response to this crisis; if we do, BC and Canada will see their economies shrink and the standard of living decline.

The participants at the Okanagan roundtable came away with some ideas as to the probable causes of the crisis. As already mentioned, the aging population bulge – the boomers – is having a serious impact. As well, youth is not recognizing the technologies as a viable career path. In large part, they don't understand what a technologist is or what he or she does on a day to day basis. When they do think of technology jobs, they tend to think of them as occupations where a person is isolated, stuck off in some back room plugging away at a computer creating endless lines of code. They don't recognize the multitude of ways in which the work of technologists affects their lives on a daily basis. Simple things like using a cell phone, surfing the Net, watching TV, listening to an iPod, posting a blog or twittering

all rely on technology and the people that make that technology work.

Some of the things that can and need to be done to address the technology skills shortage were also discussed by the Kelowna attendees. It was agreed that more emphasis needs to be given to explaining exactly what a technologist is and does. More information needs to be provided on the multitude of careers that are available to technologists and the considerable benefits associated with those careers. Parents and school counselors need to engage young people in discussions about careers in technology. Employers and educators need to reach out to students at all levels of education and make them aware of the opportunities that exist in technology. More support has to be provided to mid-career employees to upgrade their education and skills. Toward this end, more technology needs to be employed in making access to skills education and training easier for those interested in pursuing these programs. We need to abandon the idea that once chosen an educational pathway can only lead to one endpoint. Opportunities to bridge and articulate learning and experience across an entire working lifetime must be made commonplace – the norm versus the exception. There is no reason a technician cannot become a technologist, then an engineer, and later a manager or even an executive if he or she chooses to do so. The employer and society at large need to recognize the changing aspirations of workers and provide the infrastructure that will support their achievement of their goals.

Those of us involved in the Technology Management program truly can be ‘agents of change’. We can ensure that we keep abreast of the ever-changing realities of the industry sectors in which we are engaged. We can seize opportunities to effect positive change for our industry and society at large. A good start is to support organizations such as ASTTBC, APEGBC, BCTIA in their efforts to raise public awareness of, and appreciation for, technology and technologists and the challenges facing us all. For more information on this initiative or ASTTBC's 2007 Roundtable report, go to [asttbc.org/services/docs/ASTTBC\\_RTSS-II.Report1.07.pdf](http://asttbc.org/services/docs/ASTTBC_RTSS-II.Report1.07.pdf).

## WHERE ARE YOU?



*TMGT program's first graduate appeared on the scene in 1995/1996. Since then the department has strived to keep in track of the achievements and career path progressions, or re-directing in some cases, of all our students and graduates.*

*Please drop us a quick email and let us know where you may be currently and your proudest achievements encountered on your professional journey.*

### MORE INFORMATION

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