

## MKTG90022 Commercialisation of Science

<b>Credit Points:</b>	12.5
<b>Level:</b>	9 (Graduate/Postgraduate)
<b>Dates &amp; Locations:</b>	2016, Parkville This subject commences in the following study period/s: Semester 2, Parkville - Taught on campus.
<b>Time Commitment:</b>	Contact Hours: Two 1-hour lectures per week and one 3-hour workshop per week over eight weeks. Total Time Commitment: 170 hours
<b>Prerequisites:</b>	None
<b>Corequisites:</b>	None
<b>Recommended Background Knowledge:</b>	None
<b>Non Allowed Subjects:</b>	None
<b>Core Participation Requirements:</b>	<p>&lt;p&gt;For the purposes of considering request for Reasonable Adjustments under the Disability Standards for Education (Cwth 2005), and Student Support and Engagement Policy, academic requirements for this subject are articulated in the Subject Overview, Learning Outcomes, Assessment and Generic Skills sections of this entry.&lt;/p&gt;         &lt;p&gt;It is University policy to take all reasonable steps to minimise the impact of disability upon academic study, and reasonable adjustments will be made to enhance a student's participation in the University's programs. Students who feel their disability may impact on meeting the requirements of this subject are encouraged to discuss this matter with a Faculty Student Adviser and Student Equity and Disability Support: &lt;a href="http://services.unimelb.edu.au/disability"&gt;http://services.unimelb.edu.au/disability&lt;/a&gt;&lt;/p&gt;</p>
<b>Coordinator:</b>	Dr Matthew Digby
<b>Contact:</b>	<a href="mailto:mdigby@unimelb.edu.au">mdigby@unimelb.edu.au</a> (mailto:mdigby@unimelb.edu.au)
<b>Subject Overview:</b>	<p>Successful commercialisation of scientific discoveries and new technologies occurs in a unique business environment where scientific and business interests and personalities must productively interact.</p> <p>The subject will develop a critical understanding of the context in which the commercialisation of science occurs, and the opportunities and challenges encountered. Topics covered within the subject will include the nature and types of intellectual property, how it can be protected, valued, managed and strengthened, its use as a commercial tool, exploration of the barriers to commercialisation, what strategies can be used to exploit IP, how to develop a commercial plan and leverage finance for the commercialisation of IP.</p>
<b>Learning Outcomes:</b>	Students will develop a detailed understanding of the process of using science and intellectual property in the commercial environment, and understand the major steps and requirements critical for successful commercialisation of discoveries.
<b>Assessment:</b>	A 2,000 word group assignment, mid semester: 30%A 3,000 word group assignment, end of semester: 50%Contribution to class discussion in the 8 workshops assessed by the workshop academic leader, duration of semester: 20%
<b>Prescribed Texts:</b>	None
<b>Breadth Options:</b>	This subject is not available as a breadth subject.
<b>Fees Information:</b>	Subject EFTSL, Level, Discipline & Census Date, <a href="http://enrolment.unimelb.edu.au/fees">http://enrolment.unimelb.edu.au/fees</a>

<b>Generic Skills:</b>	Students will be able to: <ul style="list-style-type: none"><li># analyse the commercial benefits of scientific discoveries and technologies</li><li># understand and communicate in the language and terminology used in the commercial environment</li><li># evaluate and judge ideas and processes from disparate disciplines</li><li># create and develop plans and strategies interfacing science, technology and commerce</li></ul>
<b>Links to further information:</b>	<a href="http://graduate.science.unimelb.edu.au/">http://graduate.science.unimelb.edu.au/</a>
<b>Related Course(s):</b>	Master of Biotechnology Master of Food and Packaging Innovation Master of Geoscience
<b>Related Majors/Minors/ Specialisations:</b>	Environmental Science Environmental Science