MKTG90030 Commercialisation of Science (MoE)

Credit Points:	12.5
Level:	9 (Graduate/Postgraduate)
Dates & Locations:	This subject is not offered in 2016.
Time Commitment:	Contact Hours: Two week intensive course: Mon 8.30am – 12.30pm, Wed 8.30am – 12.30pm, Fri 8.30am – 12.30pm and 1.30pm – 4.30pm Total contact = 30 hours Total Time Commitment: Estimated Total Time Commitment: 144 hours, including self-directed study and research
Prerequisites:	None
Corequisites:	None
Recommended Background Knowledge:	None
Non Allowed Subjects:	None
Core Participation Requirements:	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. 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: http://services.unimelb.edu.au/disability
Contact:	Email: **owczarek@unimelb.edu.au (mailto:owczarek@unimelb.edu.au)**
Subject Overview:	Successful commercialisation of scientific discoveries and new technologies occurs in a unique business environment where scientific and business interests and personalities must productively interact. 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 IP can be protected, valued, managed and strengthened, # project planning, from inception to launch – the strategies and steps necessary to maximise the chance of a successful commercialisation, # project evaluation and portfolio management – project selection and value maximisation, # identifying and confronting the barriers to commercialisation – managing risk and uncertainty, and # qualitative and quantitative techniques designed to assist decision making through the commercialisation process, and communicating the outcomes.
Learning Outcomes:	Students will develop a detailed understanding of the process of exploiting science and intellectual property in the commercial environment, and understand the major steps and requirements critical for successful commercialisation of discoveries.
Assessment:	Participation during interactive lectures (10%) 20 minute individual oral presentation given during workshops (40%) 5000 word group assignment in groups of 3 due one week after final (50%)
Prescribed Texts:	None
Breadth Options:	This subject is not available as a breadth subject.
Fees Information:	Subject EFTSL, Level, Discipline & Census Date, http://enrolment.unimelb.edu.au/fees

Generic Skills:	Students will be able to: # analyse the commercial benefits of scientific discoveries and technologies # understand and communicate in the language and terminology used in the commercial environment # evaluate and judge ideas and processes from disparate disciplines # create and develop plans and strategies interfacing science, technology and commerce