

Postgraduate Certificate and Masters in Commercialisation and Entrepreneurship

Goals of the programme

The Postgraduate Certificate and the Masters of Commercialisation and Entrepreneurship will provide you with the core knowledge and skills needed to commercialise and take to market, new products, services and processes based on research discoveries, inventions, innovations and new ideas.

You will also become “business informed” by developing an understanding of business concepts and how business decisions are made. This will include learning how to work with business people to test and validate customer need and market demand, protect intellectual property, obtain funding, sell research related innovations into national and global markets, and develop a successful entrepreneurial venture.

An important part of the masters programme will be a project that investigates the commercialisation of research or innovation from a University or a CRI lab or a private sector organisation.

Who should enrol?

Postgraduate students, particularly those from science, engineering and medical science; practising scientists and technologists employed in universities, CRIs and other research organisations, and science and technology-based enterprises; business developers employed in CRIs and corporations; technology-transfer specialists; and policy makers.

Employment opportunities

There is a range of potential opportunities for graduates to work in business development or technology transfer for both innovative start-ups and established companies. There are also potential opportunities to work as an analyst, consultant or policy maker in government.



Enrolment

Candidates for admission must have: (1) a four-year undergraduate or honours degree, (2) an undergraduate degree and a postgraduate diploma; or (3) an undergraduate degree and evidence of professional experience considered equivalent to the additional advanced study required in (1) or (2) above. Candidates must have obtained a B- average grade in the 90 points of the most advanced courses they have taken in their entry qualification.

How the programme will be delivered

Courses will be delivered using a quarter system. The dates for 2012 (including the examination period) are:

Quarter 1	16 Jan - 31 March
Quarter 2	9 April - 23 June
Quarter 3	2 July - 15 Sept
Quarter 4	24 Sept - 8 Dec

The programme will begin with a two-day orientation session. Each course will be delivered over several weekend classes held on Fridays and Saturdays and will involve in-class seminars, case discussions, reading and individual and team assignments.

Courses will be led by experienced faculty and will involve practitioners in finance, sales and marketing, intellectual property, research commercialisation, and science and technology entrepreneurship. Additional support will be provided by the well-established entrepreneurial ecosystem that has been developed at The University of Auckland.

Contact us for further information

To be added to a mailing list and kept updated on this programme or for further information please contact Darsel Keane, Centre for Entrepreneurial Learning, The University of Auckland Business School.

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THE UNIVERSITY OF AUCKLAND
BUSINESS SCHOOL

Postgraduate Certificate in Commercialisation and Entrepreneurship

PGCert(CE)

Requirement:

60 points: COMENT 701, 702, 703, 704

Master of Commercialisation and Entrepreneurship

Requirement:

60 points: COMENT 701, 702, 703, 704

and

60 points:

- 45 points: COMENT 705
- 15 points of approved courses from courses at 700 level offered at The University of Auckland.

COMENT 701 Accounting, Finance and Marketing for Science and Technology Ventures (15 pts)

Q1, Yr1

Focuses on the business dimensions of science and technology enterprises. Explains the core concepts and tools of accounting, finance, marketing and sales and how they can be drawn on and used in the commercialisation of science and technology and in the development of high-growth entrepreneurial ventures.

COMENT 702 Intellectual Property and Legal Issues in Commercialisation (15 pts)

Q2, Yr1

Explains the nature of intellectual property (IP) rights generated from creative research, invention and innovation and how IP can be protected in different jurisdictions through patents, trademarks, and trade secrets. Emphasis will also be placed on key issues in contracting related to science and technology, including relevant competition and marketing laws, how to make best use of legal and commercial advisers, and relevant ethical issues.

COMENT 703 Commercialisation of Science and Technology (15 pts)

Q3, Yr1

Addresses the research-business interface, commercialisation pathways and processes and how IP based projects are evaluated and assessed as they advance through stages of development. Examines the product development process and different technology transfer models including licensing, partnering, spin-outs and start-ups. Introduces related issues of market and competitor research, IP valuation, risk management, and the financing of different stages in the commercialisation process.

COMENT 704 Entrepreneurship for Science and Technology Ventures (15 pts)

Q4, Yr1

Studies how entrepreneurs think and act in organising, motivating and leading high performance teams, and introducing and selling innovative science and technology-based products and services into national and international markets. Examines how entrepreneurs create and capture revenues and profits by recognising, assessing, and marketing opportunities for new products or services based on science and technology; developing new strategies and business models; validating markets; and selling into industrial enterprises and markets.

COMENT 705 Project in Commercialisation (45 pts)

Q1 and Q2, Yr2

A supervised project requiring the application of knowledge and skills for the commercialisation of a creative application of science and technology. The commercialisation project will involve the identification and analysis of complex, open-ended problems and issues associated with commercialisation. A written commercialisation report will present findings and a plan for commercialisation. Projects will be sourced from universities, CRIs and science and technology based enterprises.

