Course Outline (Higher Education)

School / Faculty:	Federation Business School
Course Title:	MANAGING TECHNOLOGY COMMERCIALISATION
Course ID:	BUENT2632
Credit Points:	15.00
Prerequisite(s):	(BUENT2635)
Co-requisite(s):	Nil
Exclusion(s):	(BUENT2637) (BUENT2638) (BUENT3732)
ASCED Code:	080399
Grading Scheme:	Graded (HD, D, C, etc.)

Program Level:

AQF Level of Program					
5	**6**	**7**	**8**	**9**	**10**
Level					
Introductory					
Intermediate		✔			
Advanced					

Learning Outcomes:

Knowledge:

K1. Identify the role of technology in the modern market economy

K2. Examine and assess the link between invention, innovation and enterprise

K3. Evaluate the key aspects of intellectual property, complementary assets and commercialisation strategies

K4. Investigate the role of human resource management in building capacity to innovate and commercialise technology

K5. Evaluate the technology process and its successful commercialisation

Skills:

S1. Analyse and evaluate the necessary critical factors in the introduction and management of new technologies

S2. Identify and evaluate opportunities for new technologies, and develop criteria to evaluate the adoption of new technologies

S3. Appraise and evaluate skills to manage the technology processes

S4. Communicate and present results based on research on a chosen technology applied to a commercialisation framework

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Application of knowledge and skills:

A1. Undertake tasks applying technology from an entrepreneurial perspective

A2. Transfer and apply knowledge and skills in an entrepreneurial technology commercialisation context

A3. With personal responsibility and autonomy, critically reflect on the innovation process across a variety of technology commercialisation narratives

Course Content:

The course will consist of the following broad topics:

Topics may include:

- Framework of the technology commercialisation process

- Technology and theories of innovation

- Managing the innovation/technology process within small-to-large organisations

- Paths to innovation and the learning environment

- Stages in the commercialisation process: imagining, incubating, demonstrating, promoting, sustaining

- Gaps between the commercialisation stages: interest, technology transfer, market transfer, diffusion

- Mobilisation of resources to manage traversing the gaps in the commercialisation stages (called "bridges")

- Closing the circle: Role of public policies and impact of globalisation on managing the commercialisation process

- The technological dilemma: sustaining versus disruptive technology (steady-state versus beyond boundaries innovation)

- Managing organisations (small and large) through the commercialisation process

Values and Graduate Attributes:

This course will help students to develop values and attributes that will enable them to:

Values:

V1. Adopt a critical, yet positive, view on the role of technology in society

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> **V2.** Value the creative and critical evaluation of new technology
> **V3.** Appreciate the role of human capital formation in building innovative capacity
> **V4.** Appreciate the contingent basis of technology commercialisation in a world of uncertainty
> **V5.** Integrate the nature of the technology process in solving technological problems to meet the demands of society and the ecosystem.

Graduate Attributes:

FedUni graduate attributes statement. To have graduates with knowledge, skills and competence that enable them to stand out as critical, creative and enquiring learners who are capable, flexible and work ready, and responsible, ethical and engaged citizens.

Attribute	Brief Description	Focus
Knowledge, skills and competence	Regular individual or group in-class exercises will encourage students to develop the skills, motivation and confidence to engage with course material and to relate this material to current entrepreneurial developments.	High
Critical, creative and enquiring learners	Presentation to the class of responses to the in-class exercises will help build their confidence in presenting to a mixed audience and they will also gain assurance that their work is of a sufficient quality.	Medium
Capable, flexible and work ready	Course work reinforces the importance of contributing to and collaborating with a diverse student cohort which prepares them for career and community engagement.	Medium
Responsible, ethical and engaged citizens	In-class exercises and assignments are used to reinforce the need for ethical entrepreneurial practices and develop an understanding of corporate social responsibility.	Medium

Learning Task and Assessment:

Learning Outcomes Assessed	Assessment Task	Assessment Type	Weighting
K1,K2,K3 S1,S2 A1	Demonstrate knowledge of required readings by answering and set questions	Test	20 - 30%
K1,K2,K3,K4,K5 S1,S2,S3,S4 A2	Narrative and presentation with resources on a chosen technology based on the technology commercialisation framework	Report or Essay and presentation	40 - 50%
K2,K3,K4,K5 S3 A1,A2,A3	Review all class presentations to identify patterns and uniqueness in the technology commercialisation narratives	Written review of oral presentations	20 - 40%

Adopted Reference Style:

APA