



**FAKULTI PENGURUSAN DAN INDUSTRI HALAL**

<b>PROGRAM</b>	<b>Diploma in Technology Management</b>
<b>COURSE NAME</b>	<b>TECHNOLOGY COMMERCIALIZATION</b>
<b>COURSE CODE</b>	<b>DDWG 3263</b>
<b>CREDIT HOUR</b>	<b>3</b>
<b>SYNOPSIS</b>	This course provides an overview of social scientific research on the organisational contexts, processes and outcomes of technology commercialization. It focuses on how the commercialization of technology involves fundamental knowledge into commercial application. Technology transfers cover a wide array of actors, processes, and circumstances and development through normal channels within an organizational field. Through discussion is mainly from the technology transfer perspective, there are the topics in which the transferee perspective will be addressed.
<b>COURSE STRUCTURE</b>	
<b>CHAPTER</b>	<b>TOPICS</b>
<b>1</b>	<b>THE CONCEPT AND IMPORTANCE OF TECHNOLOGY COMMERCIALIZATIONS</b>
<b>2</b>	<b>UNDERSTANDING THE TECHNOLOGY COMMERCIALIZATION PROCESS</b>
<b>3</b>	<b>STRATEGY AND TYPES OF TECHNOLOGY COMMERCIALIZATION</b>
<b>4</b>	<b>TECHNOLOGY TRANSFER PRINCIPLE AND STRATEGY</b>  4.1 Introduction to the technology transfer concepts and models and its importance to business
<b>5</b>	<b>TECHNOLOGY MARKETING</b>
<b>6</b>	<b>VALUATION OF TECHNOLOGY AS THE MARKETING SUBJECTS</b>
<b>7</b>	<b>MARKET RESEARCH AND PROMOTING TECHNOLOGY TO BE TRANSFERRED</b>
<b>8</b>	<b>PACKAGING AND PRICING OF TECHNOLOGY</b>



<b>9</b>	<b>PREPARING AND NEGOTIATING TECHNOLOGY TO BE TRANSFERRED</b>
<b>10</b>	<b>LICENSING AGREEMENT AND SUPPORT SERVICES</b>
<b>11</b>	<b>TECHNOLOGY TRANSFER; THE TRANSFEREE PERSPECTIVES</b>
<b>12</b>	<b>PLANNING FOR TECHNOLOGY ACQUISITION</b>
<b>13</b>	<b>TECHNOLOGY SEARCH AND EVALUATION</b>
<b>14</b>	<b>MANAGING THE TRANSFER. TRANSFER BARRIERS AND OVERCOMING THEM</b>
<b>References:</b>	<ol style="list-style-type: none"><li>1. Jerome Schaufeld (2015). Commercializing Innovation: Turning Technology Breakthroughs into Products 1<sup>st</sup> Edition. Apress</li></ol>