Ollscoil
Teicneolaíochta
an Oirdheiscirt

South East
Technological
University

Module Descriptor

Technology Commercialisation (Computing and Mathematics)

Technology Commercialisation
(A15241)

Short Title: Technology Commercialisation
Department: Computing and Mathematics
Credits: 5   **Level:**   Advanced

Description of Module / Aims

This module will offer the student a process and tools to access the business visibility of a technical idea, and to develop the best business approach for commercialisation. This will be a 'hands on' class in which students will exercise commercialisation concepts on patents and develop technology commercialisation plan with real world business application.

Programmes

	stage/semester/status
COMP-0615 BSc (Hons) in Software Systems Development (WD_KCSDV_B)	4 / 2 / E
COMP-0615 BSc (Hons) in Software Systems Development (WD_KDEVP_B)	4 / 8 / E

Indicative Content

- Technology Commercialisation Process
- Technology/Product Analysis
- Business Modelling
- Market Needs Assessment & Customer Profiling
- Market Landscape & Trend Analysis
- Value Chain Analysis
- Risk and Challenges
- Resource Requirements Identification

Learning Outcomes

On successful completion of this module, a student will be able to:

1. Understand the use of screening tools to identify attributes of a marketable technical concept.
2. Understand steps in a technology commercialisation process to develop a viable commercialisation proposal.
3. Understand the elements of a successful business proposal and presentation for commercialising a technical concept.
4. Be able to skillfully use screening tools and the technology commercialisation process to develop a business proposal for a selected innovation.
5. Be able to make an effective presentation of a business proposal for a selected innovation.
6. Be able to work effectively in a multidisciplinary team to develop and present your commercialisation plan.
7. Be able to listen to the ideas of others and appropriately incorporate them into your thinking.

Learning and Teaching Methods

- Formal lectures to introduce theoretical concepts
- Problem based learning
- Practical workshop style classes to introduce methodologies and models
- Videos
- Guest Lectures

Learning Modes

Learning Type	F/T Hours	P/T Hours
Lecture	24	
Independent Learning	87	

Assessment Methods

	Weighting	Outcomes Assessed
Continuous Assessment	100%	
Group Project	60%	1,2,3,4,6,7
Presentation	15%	3,5
Case Studies	25%	1,2,3

Assessment Criteria

<40%: Unable to interpret and describe key concepts.

40%–49%: Be able to interpret and describe key concepts.

50%–59%: Ability to discuss key concepts and ability to discover and integrate related knowledge in other knowledge domains.

60%–69%: Be able to solve problems within the technology commercialisation domain by experimenting with appropriate skills and tools.

70%–100%: All the above to an excellent level. Be able to analyse and design solutions to a high standard for a range of both complex and unforeseen problems through the use and modification of appropriate skills and tools.

Essential Material(s)

- Overholt, S. *Mastering Technology Commercialization: Inventions; Patents; Markets; Money.* USA: Overholt, 2013.
- Touhill, J., G. Touhill and T. Riordan. *Commercialization of Innovative Technologies: Bringing Good Ideas to the Marketplace.* USA: Wiley, 2008.

Supplementary Material(s)

- "Nebrask business Development Centre." http://nbdc.unomaha.edu/. http://nbdc.unomaha.edu/technology-commercialization/techventure/home

Requested Resources

- Lecture Room: Loose Seated