Course Description

The course will teach the basics of commercialization of university discoveries including:

- Vocabulary and concepts of commercialization
- Invention cultivation
- Invention reporting and assessment
- Intellectual property protection
- Project development
- Market analysis
- Commercialization strategies
- Marketing, licensing, startups
- Conflicts of interest

Course Goals

1. Understand how universities generate and transfer new knowledge and discoveries to society.
2. Learn the process of university commercialization including licensing and startup companies.
3. Understand the types of intellectual property and how it is protected.
4. Learn how to assess technologies, including patentability and freedom to operate.
5. Learn about and develop personal skills in market analysis, marketing, and elevator pitches.

Course Rationale

One of the missions of the Research University is to discover and transfer knowledge for the betterment of society. Commercialization of faculty or student inventions is one recognized method for the transfer of knowledge to improve lives. Commercialization is an area of emphasis for universities and granting agencies to improve adoption of new technologies in the private sector and attain the maximal benefit of research discoveries for society. Graduate students are likely to be involved with new discoveries and inventions in their research projects. It is necessary for graduate students to understand the purpose and methods of commercialization so that they can position their potential inventions for maximal impact. This course will be useful to graduate students in the health sciences, engineering, and physical sciences.