

## Course Descriptions None 2014-2015

Course Title Commercialising Science & Technology  
 Course Code EBC2144  
 ECTS Credits 6,5  
 Assessment None

Period	Start	End	Mon	Tue	Wed	Thu	Fri
2	27-10-2014	19-12-2014			X		X

Level Intermediate  
 Coordinator Jana Thiel For more information: [j.thiel@maastrichtuniversity.nl](mailto:j.thiel@maastrichtuniversity.nl)  
 Language of instruction English

Goals Primary goal: Understand how and when research findings and technological breakthroughs can be transformed into new business.

Secondary goals: [1] Understand how technology can be transferred from research labs to start-ups and established companies. [2] Understand the role of academic and other not-for-profit research in creating business opportunities. [3] Appreciate the characteristics of the prevalent modes of science and technology commercialisation: licensing, spinning out or new business development

Description Commercialising Science & Technology helps you to understand and master the process of turning science into products and products into businesses. University labs and corporate R&D department increasingly rely on professionals that help bridging science production (conference presentations, scientific publications, and patents) to value creation (revenues, funding for scientific and applied research). Topics to be discussed include legal, fiscal and governance issues.

For many years, scholars have sought to understand (and improve) technology transfer. Recent developments push publicly financed research institutes and research universities to exploit the economic value of their research. As a result, companies and entrepreneurs will find that academics have become more willing to share and collaborate. Yet they expect to gain from such knowledge and technology transfer. For example, they may want to increase research budgets and/or seek to find better employment opportunities for their students. Also companies have several incentives to seek closer collaborative ties with researchers outside their own organisations. They are increasingly willing to partner with (and even invest in) ventures that were started to commercialise university know-how.

In this course you start building an understanding for the bridging of science to business. It provides insight in technology transfer and licensing as well as an understanding of the dynamics of science production and deployment.

Literature - Shane, S. 2004. Academic Entrepreneurship: University Spinoffs and Wealth Creation. Aldershot: Edward Elgar.  
 - e-Reader with papers.  
 - Set of teaching cases (sold by MC4E for approx. € 30)

Prerequisites The courses of the Entrepreneurship minor (see also <http://maastrichtentrepreneurship.nl/minor.html>) draw on the scholarly entrepreneurship literature. They do NOT expect that you have already developed an understanding of the functional domains of business administration or small business management (e.g. strategy, marketing, accounting, HRM, finance, operations). We encourage you to take the two introductory courses of the minor (Birthing new ventures and Mobilising resources [EBC2145; EBC2146]) BEFORE taking the other courses of the Minor. As this minor is delivered in English, your command of the English language in speech and writing should be good enough to actively prepare for, participate in, and contribute to the classes.

Teaching methods PBL / Lecture / Assignment / Papers  
 Assessment methods Final Paper / Attendance / Participation / Written Exam

Evaluation in previous academic year For the complete evaluation of this course please click <http://iwio-sbe.maastrichtuniversity.nl/rapporten.asp?referrer=codeUM>

This course belongs to the following programme / specialisation	InterFaculty Minors	Minor Entrepreneurship
	SBE Exchange Bachelor	Bachelor Exchange Courses
	SBE Exchange Master	Bachelor Exchange Courses
	SBE Non Degree Courses	Bachelor Courses
	SBE Non Degree Courses	Minor Entrepreneurship