Introduction to the Graduate Certificate in Technology Commercialisation.

The ability to identify innovative technologies and bring them to market faster than your competitors is a fundamental element for success in today’s global economy. To effectively manage innovation requires not only a strong background in science and engineering principles, but also a solid understanding of how such technologies can be commercialised and managed successfully.

Innovation and commercialisation

The UWA Graduate Certificate in Technology Commercialisation (GCTC) is designed to assist researchers from universities, industry and publicly funded organisations, and managers supporting commercialisation activities, realise the potential of innovation and gain a greater understanding of the commercialisation process.

Who should do the course?

The Graduate Certificate in Technology Commercialisation is targeted at:

- Managers from existing firms charged with commercialising new technologies;
- Graduate students in science, engineering, design and medicine who have identified research outcomes with potential for commercialisation;
- Scientific and research staff engaged in “spin-out” ventures within larger organisations and publicly funded research agencies; and
- Professionals seeking to develop their understanding of technology commercialisation.

What will you gain from this program?

The key objectives of the Certificate are to help managers and researchers responsible for emerging technologies:

- Understand the commercialisation pathways available to their ventures;
- Enhance their understanding of venture capital financing, along with the business planning requirements of such financing sources;
- Develop their general business management skills, particularly strategic planning, marketing, and business processes; and
- Expand their networks with individuals, companies, and agencies involved in technology development, venture financing, legal assistance, market research and business planning.
Course structure.

All units in the GCTC are offered in the evening and on a part-time basis. The flexible design allows full-time employed people to undertake the program with ease. GCTC students must complete four units, provided by the UWA Faculty of Engineering, Computing and Mathematics (ECM), and the UWA Graduate School of Management (GSM). Full course descriptions are available from www.cemi.gsm.uwa.edu.au.

2 CORE UNITS:

• Management of Technology & Innovation  (GSM 455:603)
• Creating Advanced Engineering Companies (ECM 620:605)

2 OPTIONAL UNITS CHOSEN FROM THE FOLLOWING:

• Small Business Management  (GSM 455:601)
• Entrepreneurial Management & Venture Capital  (GSM 455:625)
• Entrepreneurial Innovation & Organisations  (GSM 455:626)
• Entrepreneurship & Innovation  (GSM 455:608)
• Management Case Study  (GSM 455:782)
• Strategy in Engineering and Scientific Industries (ECM 630:614)

Articulation

GCTC students can articulate into the UWA MBA program with four units of advanced credit. For students with a genuine commercialisation project who need to develop or fine tune their business plan, the course articulates into the Innovation Excellence Program run by the Centre for Entrepreneurial Management and Innovation (CEMI) at the GSM. Details on both programs are available through CEMI.

Further information and how to apply

Contact the CEMI office at the UWA Graduate School of Management for all queries and course related information:
Phone: +61 8 6488 7916
Fax: +61 8 6488 1072
Email: cemi@cemi.gsm.uwa.edu.au  Web: www.cemi.gsm.uwa.edu.au

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CRICOS Provider Code: 00126G