

Master of Business Administration in Technology Commercialization Courses

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MBATC **631** **Industry and Market Dynamics in Technology** **(2)**

This course explores those factors that are external to the technology firm, yet which serve to influence how technological decisions must be made. Factors such as macroeconomic conditions, technology cycles, local and international technology ecosystem factors, and market structure are analyzed.

MBATC **641** **Organizations, Technology, and Society** **(2)**

This course explores the interactions between technological development and societal change. Technologists must understand the implications a particular technology may have after commercialization. Exploring technologies and their associated changes in consumer behavior, laws, and societal mores, this course prepares the technologist to think about possible commercialization issues.

MBATC **644** **Intellectual Property Strategy** **(2)**

Intellectual property is a critical component of technology firm strategy. This course examines the types and limitations of intellectual property as well as the method in which intellectual property management can be integrated within the corporate and technology strategies of a company. The course builds specific skill sets around the development and execution of licensing agreements as well as the management of the technology transfer process. The relationship between intellectual property trading strategies and legal protection is also explored.

MBATC **647** **Marketing Innovative Products** **(2)**

The marketing of all innovative and "High Tech" products—which can be most usefully defined in terms of common characteristics such as market uncertainty, network externalities and competitive volatility, rather than a specific product category such as computer software—involves unique challenges and requires different strategies than traditional marketing, since it entails introducing products that users do not yet understand, or that have new value propositions. This course develops a strategic and tactical framework for understanding, developing, pursuing and penetrating such markets.

MBATC **651** **New Product Development** **(2)**

It is widely acknowledged that new products are critical to the growth and profitability of most industries today, and yet the majority of new products introduced each year fail to meet expectations. This course focuses on how to manage a new product development program and mitigate the risks involved by employing tools, such as the Stage-Gate™ process and Quality Function Deployment, that provide the discipline and structure needed in order to allocate resources and maximize the probability of success. Emphasis is placed on the development of products which are more than simple product line extensions, and particularly those that have high technology content and/or are destined for technology-oriented markets.

MBATC **654** **Financing New Ventures** **(2)**

This course analyzes the financing options available to new ventures and the financial viability of new ventures. Securities and Exchange Commission regulations, due diligence procedures, financing events, and tactical maneuvers necessary in financing stages are explored. The course includes financing start-ups, financial planning for the smaller enterprise, going public, selling out, and evaluating multiple capital sources.

MBATC **660** **Technology Commercialization and Implementation** **(2)**

This course is a capstone course for the technology commercialization curriculum, and is an opportunity to apply the foundational and formational skills built in the rest of the program. Students develop a technology commercialization strategy for an emerging technology-based company in a live consulting engagement, as part of a team. The project includes the development of market and financial analysis, intellectual property, due diligence, and strategic avenues for the firm. The Graduate ETS Major Field Test is administered in MBATC 660.

MBATC

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Directed Studies

(1-3)

Independent research/readings in areas not fully covered by core or elective courses. This course is repeatable for credit.