ONE YEAR.
ALTERNATING WEEKENDS.
ACTION-BASED COURSES.

SUMMER SEMESTER

April–August (9 Credit Hours)

Converting Technology to Wealth & Assessing Technologies for Commercial Viability
The first step in this process is identifying technologies that have market potential and are worthy of commercializing. Students apply a proprietary methodology to assess the market potential of a new technology.

Marketing Technological Innovations
Taking a technology from idea to market requires persuasion and marketing skills. It starts with marshaling support to take a technology forward, moves on to matching technologies with market needs, and finally to launching a product or service. Students will develop a persuasive proposal and marketing plan for taking a product to market.

Financing New Ventures
Determining how much money is required and developing appropriate financial and fundraising strategies are critical in launching a new venture. Students prepare financial projections and develop a financial plan for funding a venture.

FALL SEMESTER

August–December (12 Credit Hours)

Commercialization Strategies & Venture Planning
Technological innovations offer unique opportunities for developing differentiation strategies. Students develop a commercialization strategy for a technology based product.

New Venture Creation
Raising capital either from outside investors or internal corporate sources requires validating the market potential of the new technology, developing a business model, determining the financial requirements, and communicating the opportunity convincingly. Students will create a business plan to communicate these key elements.

Managing Product Development & Production
Accelerating the product development process is critically important to the successful launch of a technology based innovation. Students develop a plan for taking an innovation from idea to a product ready for market.

Technology Transfer in the Global Economy (International Trip)
Processes for global commercialization are similar but more complicated than within a domestic market: the required skills create competitive advantage. Students develop a plan for transferring a technology to or from another country.

SPRING SEMESTER

January–May (9 Credit Hours)

New Venture Design & Implementation
A business plan is about funding a venture, the launch plan sets forth operational roles when to launch the venture or product. Students develop a business implementation plan for a technology enterprise or project of their choice.

Creative & Innovative Management
Accelerating the product development process is critically important to the successful launch of a technology based innovation. Students develop a plan for taking an innovation from idea to a product ready for market.

Managing Technology & Business Risks
Risk analysis and strategies for the creation, implementation, and management of technology enterprises. Introduction to decision and risk analysis, methods for structuring and modeling decision problems, and application of methods to problems that involve risk and uncertainty in the commercialization of new technologies. Offered on the letter-grade basis only.