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
Transferring technologies into new global markets is a near certainty in today’s economy. 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.