ONE YEAR.
ALTERNATING WEEKENDS.
ACTION-BASED COURSES.

SUMMER SEMESTER

April–August (9 Credit Hours)

Converting Technologies to Wealth - STC 380
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 - STC 382
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 develop a persuasive proposal and marketing plan for taking a product to market.

Financing New Ventures - STC 386.1
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 - STC 384
Technological innovations offer unique opportunities for developing differentiation strategies. Students develop a commercialization strategy for a technology-based product.

New Venture Creation - STC 395
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 - STC 394C
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) - STC 391
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 - STC 396
Launching a new venture or product requires setting forth operational roles and processes. Students develop a business implementation plan for a technology enterprise or project.

Creative & Innovative Management - STC 385
Successfully executing a new venture’s strategy depends on designing and leading an effective and efficient organization. Students apply critical reasoning techniques to develop their abilities to analyze, diagnose, and respond to organizational design and leadership issues in a new venture.

Managing Technology & Business Risks - STC 386.2
Understanding and mitigating risk are critical to the creation, implementation, and management of technology enterprises. Students learn 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.