



TASMANIAN SCHOOL OF
BUSINESS & ECONOMICS

AUSTRALIAN INNOVATION RESEARCH CENTRE

BLD101

Introduction to Commercialisation

Semester 1, 2014

THIS UNIT IS BEING OFFERED IN

HOBART

Face to face teaching dates – 7 sessions x 3 hours (5pm – 8pm)
5 March, 19 March, 2 April, 16 April, 30 April, 14 May and 28 May

Teaching Team: Dr Robin Fieldhouse

CRICOS Provider Code: 00586B

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Contact Details

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Unit Description

This unit is focused upon developing each student's understanding of the process of bringing a new idea to market, and the distinct steps or stage gates used to determine which ideas make it to market and which don't. The learning activities used throughout the unit provide each student with an opportunity to reflect upon the commercialisation process. The workshops give students an opportunity for participation in a 'real world' potential business, and reflection on their experience of gaining the knowledge. The workshops provide experience in how to add value and work in the context of a commercialisation team; student-directed learning gives students opportunities to make a deeper self-directed analysis of the work and activities, as reflected in the commercialisation process using materials and social media that is valuable to their future work practice and personal brands.

Prior Knowledge &/or Skills OR Pre-Requisite Unit(s)

Nil

Enrolment in the Unit

Because of the intensive delivery and workgroup components of this unit, students must be enrolled in this unit before the commencement of the first class.

Intended Learning Outcomes and Generic Graduate Attributes

Intended Learning Outcomes		Assessment Methods	Graduate Attribute Outcomes
<i>In this unit you will learn to:</i>	<i>In assessing this unit I will be looking at your ability to:</i>		
Understand and articulate the key considerations involved in commercialisation of an idea.	1a. Absorb and understand the information that has been provided	Written assessment, and oral presentations	<p>The assessments and teaching activities in this unit have been designed to develop the following graduate attributes in students:</p> <p>Knowledge</p> <p>Related to researching, developing and presenting an analysis of a commercialisation opportunity will be developed through a student-centred process that requires you to manage and reflect upon your own learning, and to assist in the development and application of knowledge within a workshop environment. This will be assessed by written work and workshop presentations</p> <p>Communication Skills</p> <p>Will be developed in a variety of ways including verbal, written and visual means that depend upon your ability to listen, understand, and empathise with members of your group. This will be assessed by your workshop presentations and written work.</p> <p>Problem-solving Skills</p> <p>Will be developed by applying your initiative, creativity and analytical abilities to the assessment and development of the commercial potential for a new idea. This will be assessed by your workshop presentations and written work</p> <p>Global Perspectives and Social Responsibility</p> <p>An awareness of Global Perspectives and issues of Social Responsibility related to the process of commercialisation will be developed during discussion</p>
	1b. Apply and articulate the information that has been discussed by developing commercialisation plan elements	Written assessment and oral presentations	
	1c. Engage in discussion about the various methods and strategies for commercialisation with your peers	Group discussions in class	
Define and describe a commercialisation plan for your project, which is both viable and attractive to partners.	2a. Demonstrate and understanding the key concepts that have influence on commercialisation success	Written assessment and oral presentations	
	2b. Create constructive rapport between group members in an engaging discussion setting	Group discussions in class	
	2c. Show an appreciation of the contextual factors that are relevant and which impact commercialisation	Group discussions in class Written assessment and oral presentations	
Critically analyse the strengths and weaknesses of the commercialisation in selected case studies	3a. Research commercialisation case studies and analyse their strengths and weaknesses.	Written assessment and oral presentations	
	3b. Use tools that you have sourced through your research, as well as those provided to you in the class, to approach commercialisation	Written assessment and oral	

	challenges from another perspective	presentations	in workshops.
	3c. Develop or source an alternative information to flesh out ideas which is different to the examples used within the class.	Written assessment and oral presentations	

Learning Expectations and Teaching Strategies/Approach

The University is committed to a high standard of professional conduct in all activities, and holds its commitment and responsibilities to its students as being of paramount importance. Likewise, it holds expectations about the responsibilities students have as they pursue their studies within the special environment the University offers. The University's Code of Conduct for Teaching and Learning states:

Students are expected to participate actively and positively in the teaching/learning environment. They must attend classes when and as required, strive to maintain steady progress within the subject or unit framework, comply with workload expectations, and submit required work on time.

Occupational Health and Safety (OH&S)

The University is committed to providing a safe and secure teaching and learning environment. In addition to specific requirements of this unit you should refer to the University's policy at: <http://www.utas.edu.au/work-health-safety/>

Learning Resources

All resources for this unit will be provided via MYLO or in class.

Prescribed Text

Nil

Recommended Texts

English, J.W. and B.M. Moate 2009. ***Discovering New Business Opportunities***. Sydney: Allen & Unwin.

Allen, K.R 2006. ***Launching New Ventures*** (4th ed). Boston: Houghton Mifflin.

Bragg,A and M Bragg 2005. ***Developing New Business Ideas***. London: Prentice Hall Financial Times.

Dollinger, M.J. 2003. ***Entrepreneurship: Strategies and Resources*** (3rd ed.). New Jersey: Prentice Hall.

English, J.W. and B.M. Moate 2010. ***Managing a Small Business in Australia***. Sydney: Allen & Unwin.

Franklin, C. 2003. ***Why Innovation Fails***. London: Spiro Press.

Hisrich, R. D., Peters, M.P. & Shepherd, D.A. 2005. ***Entrepreneurship*** (6th ed.). Boston: Irwin McGraw-Hill.

Kuratako, D.F. & Welsch, H.P. 2004. ***Strategic Entrepreneurial Growth*** (2nd ed.). Ohio: Thomson South-Western.

Kuratko, D.F. & R.M. Hodgets 2004. *Entrepreneurship, A Contemporary Approach* (6th ed.). Orlando Florida: Harcourt College Publishers.

Legge, J.M. & Hindle, K. 2004. *Entrepreneurship: Context, Vision and Planning*. Melbourne: Palgrave Macmillan.

Levy, J. 2002. *Really Useful: the Origins of Everyday Things*. London: Burlington Books.

Rogers, E.M. 1995. *Diffusion of Innovations*. New York: The Free Press.

Journals and Periodicals

Nil

Useful Websites

Commercialisation Australia

www.commercialisationaustralia.gov.au

Federal government agency providing grants and assistance for idea commercialisation

Knowledge Commercialisation Australia (KCA)

www.kca.asn.au

Peak industry body for commercialisation professionals in Australia

Australian Institute for Commercialisation <http://www.ausicom.com>

The Australian Institute for Commercialisation (AIC) is a leading service organisation helping innovators achieve commercial success. Around Australia, the AIC helps business, research organisations and governments convert their ideas into successful outcomes.

AusIndustry

<http://www.ausindustry.gov.au>

AusIndustry is the Australian Government's business program delivery division and it provides a range of incentives to support business innovation. AusIndustry delivers a range of more than 30 business products, including innovation grants, tax and duty concessions, small business services, and support to about 10,000 businesses annually.

AVCAL

<http://avcal.com.au>

Australian Private Equity & Venture Capital Association Limited.

<http://www.business.gov.au>

A Commonwealth government site that makes it easy to search and deal with all levels of government and industry associations.

Google Patent Search

<http://www.google.com/patents>

Google Patent Search covers the entire collection of patents made available by the United States Patents and Trademarks Office—from patents issued in the 1790s through those issued in the middle of 2006.

Idea Finder

<http://www.ideafinder.com>

Created to promote the progress of science and useful arts by providing a showcase for innovation. The site was developed and maintained by Vaunt Design Group, an Internet consulting company.

IP Australia

<http://www.ipaustralia.gov.au>

In Australia, intellectual property rights are administered by a Commonwealth agency called IP Australia.

Kauffman Foundation Center For Entrepreneurial Leadership Inc.

<http://www.entreworld.org>

This Web site gives advice on starting and running your own business including service directories and useful links for small businesses.

SMH Start-up resources

<http://www.smh.com.au/small-business/startup>

Australian Anthill – Entrepreneurship Online Mag

www.anthillonline.com

Young Entrepreneur

<http://www.youngentrepreneur.com/about/>

Startup Tasmania

<http://www.startuptasmania.com>

My Learning Online (MyLO)

This unit is web supported, and access to the online MyLO unit is required. Log into MyLO at: <http://www.utas.edu.au/learning-teaching-online> and then select BLD101 from the list of units. For help using MyLO go to <http://www.utas.edu.au/learning-teaching-online/new-mylo/home> .

Technical requirements for MyLO

For help and information about setting up your own computer and web browser for MyLO, see: <http://uconnect.utas.edu.au/>

You can access the University network and MyLO via a laptop computer or other mobile device. See: <http://uconnect.utas.edu.au/uana.htm>

MyLO can be accessed in the Library computers and in computer labs. See: <http://www.utas.edu.au/it/computing-distributed-systems/computer-labs-facilities-and-locations>

For further technical information and help, contact the UTAS Service Desk on 6226 1818 or at <http://www.utas.edu.au/service-desk/>

MyLO Expectations

1. Students are expected to maintain the highest standards of conduct across all modes of communication, either with staff or with other students. Penalties may be imposed if the Unit Coordinator believes that, in any instance or mode of communication, your language or content is inappropriate or offensive. MyLO is a public forum. Due levels of respect, professionalism and high ethical standards are expected of students at all times.
2. Submission of assessment tasks via MyLO presumes that students have read, understood and abide by the requirements relating to academic conduct, and in particular, those requirements relating to plagiarism. All work submitted electronically is presumed to be “signed-off” by the student submitting as their own work. Any breach of this requirement will lead to student misconduct processes.
3. MyLO is an Internet service for teaching and learning provided by the University. It is expected that at least once a day students will check MyLO.

Student Feedback via eVALUate

At the conclusion of each unit students will be asked to provide online responses to a number of matters relating to the learning and teaching within that unit. All students are asked to respond honestly to these questions, as all information received is used to enhance the delivery of future offerings.

Changes to this Unit Based on Previous Student Feedback

This unit will be evaluated at the end of the semester to enhance learning and teaching into the future. Alterations to the unit may be made as a result of feedback received from students.

Details of Teaching Arrangements

Workshops

The unit is taught through a series of 3 hour workshops, during which a new section of information is presented, followed by the opportunity for the students to apply the new material to their group's chosen commercialisation opportunity through discussion and presentation.

As each workshop involves the introduction of a new topic, attendance at all workshops is strongly encouraged. If you are unable to attend any day of the workshop, you should discuss your absence with your lecturer.

The schedule of topics is attached on page 16 of this outline.

Online Activities

Online activities commence at the beginning of the unit. On MyLO will be found:

- This Unit Outline.
- Instructions and FAQs relating to the Unit and the Assessments.
- Dropboxes for submission of assignments.
- Supplementary reading materials.

PASS Program

Not applicable

Communication, Consultation and Appointments

Email Correspondence:

Students are also expected to check their UTAS email site on a regular basis (at least three times a week). Students submitting requests or queries to staff via email should provide very clearly their: *Family name; Preferred name; Student ID; Unit code (i.e. BFA103)* and allow teaching staff at least **two (2) business days** to reply. Staff are not required to respond to emails in which students do not directly identify themselves, which are threatening or offensive, and that come from external (non-UTAS) email accounts. Students are advised not to have their UTAS email forwarded to an external email service (such as Gmail or Hotmail). In the past there have been significant issues where this has occurred, resulting in UTAS being blacklisted by these email providers for a period of up to one month.

MyLO News:

The News section on MyLO will be the primary means of communication to the whole class. Additional responses to FAQs will be posted, as will any updates regarding administrative arrangements.

Consultation and Appointment:

Teaching staff will be available by phone and email during business hours from the start of the unit until two days before the final written assessment is due.

Assessment

Assessment Schedule

In order to pass this unit you must achieve an overall mark of at least 50 per cent of the total available marks. Details of each assessment item are outlined below.

Assessment Items	Due Date	Value/Weighting	Link to Learning Outcomes
Assessment 1 : Group Presentation	In class, on 30 April	15%	1a, 1b, 1c, 2a, 2b
2 : Individual Presentation	In class, on 14 May	25%	1a, 1b, 1c, 2a, 2b
3 : Commercialisation Plan	28 May	60%	2a, 2c, 3a, 3b, 3c
Total Marks		100%	

Assessment Item 1 – Group Presentation

Task Description: During the workshops, students will be enabled to prepare a 15 minute pitch, in teams, of a Commercialisation opportunity. The 5th class in the series is the opportunity to pitch this opportunity, incorporating material delivered during the workshops, to an audience of their peers. This will require engagement throughout the workshop series.

The pitch will be delivered verbally, with or without Powerpoint.

Task Length 15 minutes

Assessment Criteria: Students will be assessed on their in-class participation leading up to, and their involvement in the pitch presentation.

Link to Unit's 1a, 1b, 1c, 2a, 2b

Learning Outcomes:

Due Date: 30 April 2014

Value: 15%

Assessment Item 2 – Individual Presentation of Your Commercialisation Opportunity

Task Description: During the workshop series you will consider and refine the opportunity for a commercialisation project of your own. Ideally this will be an actual idea, business or commercial opportunity you wish to pursue (including not for profit or social enterprise ventures). Similarly, it can be an opportunity to work with a 'real' company to prepare a feasibility plan with their consent. Consult with your lecturer first if working with a company that is not your

own.

This assignment is the occasion in which you will 'pitch' your opportunity, to an imaginary audience of your choosing (consulting clients, licensees, investors). The key elements to be included in the pitch will be described in the workshop.

Mode of Presentation:

Traditionally a business pitch is usually a vocal performance, using PowerPoint or other technology. The time limit will be strictly enforced. Video submissions are acceptable as long as they are completed to be screened in class. (Using video is not any more or less likely to attract marks.)

Task Length Up to 10 minutes, depending on class size.

Assessment Criteria: Students will be assessed on their inclusion of the workshop concepts in their presentation, and their ability to deliver a clear, complete and persuasive pitch of their commercialisation opportunity.

Link to Unit's Learning Outcomes: 1a, 1b, 1c, 2a, 2b

Due Date: 14 May 2014

Value: 25%

Assessment Item 3 – Your Commercialisation Plan

Task Description: Students are to prepare a written commercialisation plan for a business opportunity of their choice. They should summarise the opportunity concept, explain the intellectual property strategy, detail the market viability, define the proposed commercialisation pathway and outline likely exit pathways.

Students are responsible for lodging their assignment electronically into the MyLO dropbox on or before the due date.

Task Length 5000 words

Assessment Criteria: Students will be assessed on the depth and clarity with which they are able to articulate the key elements of a commercialisation plan, including explanation of assumptions and evidence of research in support of the plan.

Link to Unit's Learning Outcomes: 2a, 2c, 3a, 3b, 3c

Due Date: 28 May 2014

Value: 60%

How Your Final Result Is Determined

Your final result will be determined by the combined total of your marks across all 3 assessment items.

Submission of Assessment Items

Lodging Assessment Items

Assignments must be submitted electronically through the relevant assignment drop box in MyLO. **All assessment items must be handed in by 2.00pm on the due date.** Where appropriate, unit coordinators may also request students submit a paper version of their assignments.

All assignments must have a *TSBE Assignment Cover Sheet*, which is available as a blank template from the TSBE website: [<http://www.utas.edu.au/business-and-economics/student-resources>]. All assignments must include your name, student ID number, tutorial day/time, and your tutor's name. ***If this information is missing the assignment will not be accepted and, therefore, will not be marked.***

Please remember that you are responsible for lodging your assessment items on or before the due date. We suggest you keep a copy. Even in 'perfect' systems, items sometimes go astray.

Late Assessment and Extension Policy

In this Policy

- (a) 'day' or 'days' includes all calendar days, including weekends and public holidays;
 - (b) 'late' means after the due date and time; and
 - (c) 'assessment items' includes all internal non-examination based forms of assessment
2. This Policy applies to all students enrolled in Faculty of Business Units at whatever Campus or geographical location.
 3. Students are expected to submit assessment items on or before the due date and time specified in the relevant Unit Outline. The onus is on the student to prove the date and time of submission.
 4. Students who have a medical condition or special circumstances may apply for an extension. Requests for extensions should, where possible, be **made in writing** to the Unit Coordinator on or before the due date. Students will need to provide **independent supporting documentation** to substantiate their claims.
 5. Late submission of assessment items will incur a penalty of 10% of the total marks possible for that piece of assessment for each day the assessment item is late unless an extension had been granted on or before the relevant due date.
 6. Assessment items submitted more than five (5) days late will not be accepted.
 7. Academic staff do NOT have the discretion to waive a late penalty, subject to clause 4 above.

Academic Referencing and Style Guide

In your written work you will need to support your ideas by referring to scholarly literature, works of art and/or inventions. It is important that you understand how to correctly refer to the work of others and maintain academic integrity.

Failure to appropriately acknowledge the ideas of others constitutes academic dishonesty (plagiarism), a matter considered by the University of Tasmania as a serious offence.

The appropriate referencing style for this unit is: the **Harvard style**. For information on presentation of assignments, including referencing styles: <http://utas.libguides.com/referencing>

Review of Assessment and Results

Review of Internal Assessment

It is expected that students will adhere to the following policy for a review of any piece of continuous/internal assessment. The term continuous/internal assessment includes any assessment task undertaken across the teaching phase of any unit (such as an assignment, a tutorial presentation, and online discussion, and the like), as well as any capstone assignment or take-home exam.

Within five (5) days of release of the assessment result a student may request a meeting with the assessor for the purpose of an **informal review** of the result (in accordance with Academic Assessment Rule No. 2 Clause 22 – www.utas.edu.au/university-council/university-governance/rules). During the meeting, the student should be prepared to discuss specifically the marks for the section(s) of the marking criteria they are disputing and why they consider their mark(s) is/are incorrect. The assessor will provide a response to the request for review within five (5) days of the meeting.

If the student is dissatisfied with the response they may request a **formal review** of assessment by the Head of School, with the request being lodged within five (5) days of the informal review being completed. A Review of Internal Assessment Form must be submitted with the formal review (http://www.studentcentre.utas.edu.au/examinations_and_results/forms_files/review_of_assessment.pdf).

Review of Final Exam/Result

In units with an **invigilated exam** students may request a review of their final exam result. You may request to see your exam script after results have been released by completing the Access to Exam Script Form, which is available from the TSBE Office, or at the following link – <http://www.utas.edu.au/business-and-economics/student-resources>. Your unit coordinator will then contact you by email within five (5) working days of receipt of this form to go through your exam script.

Should you require a review of your final result a formal request must be made only after completing the review of exam script process list above. To comply with UTAS policy, this request must be made within ten (10) days from the release of the final results (in accordance with Academic Assessment Rule No. 2 Clause 22 – www.utas.edu.au/university-council/university-governance/rules). You will need to complete an Application for Review of Assessment Form, which can be accessed from www.studentcentre.utas.edu.au/examinations_and_results/forms_files/review_of_assessment.pdf. Note that if you have passed the unit you will be required to pay \$50 for this review.

The TSBE reserves the right to refuse a student request to review final examination scripts should this process not be followed.

Further Support and Assistance

If you are experiencing difficulties with your studies or assessment items, have personal or life-planning issues, disability or illness which may affect your study then you are advised to raise these with your lecturer or tutor in the first instance.

If you do not feel comfortable contacting one of these people, or you have had discussions with them and are not satisfied, then you are encouraged to contact the Director of Undergraduate Programs:

Name: Mr David Kronenberg
Room: 428 Faculty of Business, Commerce Building
Phone: +61 3 6226 2280
Email: David.Kronenberg@utas.edu.au

Students are also encouraged to contact their Undergraduate Student Adviser who will be able to help in identifying the issues that need to be addressed, give general advice, assist by liaising with academic staff, as well as referring students to any relevant University-wide support services. Please refer to the Student Adviser listings at www.utas.edu.au/first-year/student-advisers for your advisers contact details.

There is also a range of University-wide support services available to students, including Student Centre Administration, Careers and Employment, Disability Services, International and Migrant Support, and Student Learning and Academic Support. Please refer to the Current Students website (available from www.utas.edu.au/students) for further information.

If you wish to pursue any matters further then a Student Advocate may be able to assist. Information about the advocates can be accessed from www.utas.edu.au/governance-legal/students-complaints.

The University also has formal policies, and you can find out details about these policies from the following link – www.utas.edu.au/governance-legal/student-complaints/how-to-resolve-a-student-complaint/self-help-checklist.

Academic Misconduct and Plagiarism

Academic misconduct includes cheating, plagiarism, allowing another student to copy work for an assignment or an examination, and any other conduct by which a student:

- (a) seeks to gain, for themselves or for any other person, any academic advantage or advancement to which they or that other person are not entitled; or
- (b) improperly disadvantages any other student.

Students engaging in any form of academic misconduct may be dealt with under the Ordinance of Student Discipline. This can include imposition of penalties that range from a deduction/cancellation of marks to exclusion from a unit or the University. Details of penalties that can be imposed are available in the Ordinance of Student Discipline – Part 3 Academic Misconduct, see <http://www.utas.edu.au/universitycouncil/legislation/>.

Plagiarism is a form of cheating. It is taking and using someone else's thoughts, writings or inventions and representing them as your own, for example:

- using an author's words without putting them in quotation marks and citing the source;
- using an author's ideas without proper acknowledgment and citation; or
- copying another student's work.
- using ones' own work from previously submitted assessment items if repeating a unit.

If you have any doubts about how to refer to the work of others in your assignments, please consult your lecturer or tutor for relevant referencing guidelines, and the academic integrity resources on the web at <http://www.academicintegrity.utas.edu.au/> The intentional copying of someone else's work as one's own is a serious offence punishable by penalties that may range from a fine or deduction/cancellation of marks and, in the most serious of cases, to exclusion from a unit, a course, or the University.

The University and any persons authorised by the University may submit your assessable works to a plagiarism checking service, to obtain a report on possible instances of plagiarism. Assessable works may also be included in a reference database. It is a condition of this arrangement that the original author's permission is required before a work within the database can be viewed.

For further information on this statement and general referencing guidelines, see <http://www.utas.edu.au/plagiarism/> or follow the link under 'Policy, Procedures and Feedback' on the Current Students homepage.

Tutorial/Workshop Program

Note that the tutorial program does not commence until week two of semester.

Week Two - 5 March

Housekeeping + Introducing ourselves

Introduction to the unit , and overview of assessments

Commercialisation: Definitions and Characteristics; Landscape

The process of Commercialisation

Week Four - 19 March

What is intellectual property?

Protecting intellectual property rights

Week Six – 2 April

Assessing the Market

Week Eight - 16 April

Commercialisation Pathways : Consulting vs Licensing vs Start-Ups

Preparing for Group and Individual Presentations

Week Nine – 30 April

Entering the Market, and Exiting the Business

Group Presentations

Week Eleven – 14 May

Individual Presentations

Week Thirteen – 28 May

Final Assessment due

Course summary and take-aways.