2018 Commercialisation and Entrepreneurship Masters and Postgraduate Certificate

Gain the core knowledge and skills needed to commercialise and take to market new products, services and processes based on research discoveries, inventions and new ideas.

Applications for 2018 intake are now open and will close on 1 November 2017.

CENTRE for INNOVATION and ENTREPRENEURSHIP

The Centre for Innovation and Entrepreneurship is based at the University of Auckland Business School, which has Triple Crown accreditation from AACSB International, EFMD-EQUIS and AMBA.
To set New Zealand on a path to sustained growth and prosperity, we need an economy built on innovation and enterprise.

At the University of Auckland Business School, we nurture the entrepreneurial spirit of students and staff, and we foster the skills needed to transform knowledge into outcomes that increase wealth. Our programmes encourage you to develop great ideas and then provide you with the tools to convert those ideas to practice and to achieve positive economic outcomes. The programmes are valuable whether you are a researcher, an entrepreneur working in a start-up venture, or an “intrapreneur” facilitating change in a large corporate organisation or SME.

We are proud that the University of Auckland is recognised by the MIT Skoltech Initiative as one of the world’s top five emerging leaders in entrepreneurship. I look forward to welcoming you to our international network of students, academics, alumni and business executives.

PROFESSOR JAYNE GODFREY
Dean, The University of Auckland Business School

Valuable knowledge and skills for innovative businesses, researchers and hi-tech ventures

The Postgraduate Certificate and the Master of Commercialisation and Entrepreneurship are part-time programmes that provide you with the core knowledge and skills required to commercialise and take to market new products, services and processes based on research discoveries, inventions, innovations or new ideas. You will develop an understanding of key business concepts and explore the entrepreneurial mindset that underpins the competitive advantage of research-based spinouts, hi-tech startups and innovative firms.

Practical and applied learning with strong industry support

Our programmes offer practical tools for market validation, protecting intellectual property, obtaining funding, developing commercialisation strategies, and selling research or other knowledge-based innovations to national and global markets. The lectures, seminars and networking events draw on the expertise of some of New Zealand’s leading business experts, innovators, entrepreneurs, researchers and investors. Masters students work on “live” projects from a university, Crown Research Institute or private sector organisation.
Designed for working professionals, innovators and researchers

The programmes are designed and structured for working professionals, innovators and researchers operating at the intersection of technology and the marketplace. Meet some of our students and alumni at www.mce.auckland.ac.nz

Students come from:
- High-tech companies
- Large corporates
- Start-ups and growth companies
- Small and medium enterprises
- Economic development agencies
- Professional service firms
- Crown Research Institutes
- Universities
- Technology transfer offices

The industries they work in include:
- ICT
- Health science
- Engineering
- Food
- Hi-value manufacturing
- Biotechnology
- Government
- Energy
- Agritech
- Optoelectronics

Their roles include:
- Business development managers
- Project managers and business analysts
- Product managers and developers
- Senior executives and general managers
- Commercial managers
- Scientists, researchers and PhD students
- Engineers
- Entrepreneurs
- Legal and patent executives

How is the programme structured and delivered?

Postgraduate Certificate (60 points)
- 60 points: COMENT 703, 704, 708 A and B

Masters (120 points)
- 60 points: COMENT 703, 704, 708 A and B
- 60 points: COMENT 705 and 706

Year 1

Commercialisation of Science and Technology
(COMENT 703 – 15 pts)
Addresses the research-business interface, commercialisation pathways and processes and how IP based projects are evaluated and assessed as they advance through stages of development. Examines the product development process and different technology commercialisation models including intrapreneurship, partnering, licensing, spin-outs and start-ups. Introduces related issues of market and competitor research, IP valuation, risk management, and the financing of different stages in the commercialisation process.

Business Analysis for Commercialisation and Entrepreneurship
(COMENT 708 A&B – 30 pts)
Develops a multi-disciplinary set of competencies for research commercialisation, entrepreneurship and technology ventures. It draws upon core concepts, models and knowledge from the disciplines of Accounting/Finance, Marketing, IP and Commercial Law. Emphasis will also be placed on linkages between the disciplinary concepts and methods and how they are applied in specific situations.

Entrepreneurship for Science and Technology Ventures
(COMENT 704 – 15 pts)
Studies how entrepreneurs think and act in organising, motivating and leading high performance teams, and introducing and selling innovative science and technology-based products and services into national and international markets. Examines how entrepreneurs create and capture revenues and profits by recognising, assessing and marketing opportunities for new products or services based on science and technology; developing new strategies and business models; validating markets; and selling into industrial enterprises and markets.

Year 2

Managing Innovative Processes
(COMENT 706 – 15pts)
Focuses on the core activities and practices associated with managing innovation, commercialisation and entrepreneurial processes such as, contextualisation, collaboration, knowledge sharing, new product development, innovative organisation, internationalisation, and project management.

Project in Commercialisation
(COMENT 705 A&B – 45 pts)
A supervised project requiring the application of knowledge and skills for the commercialisation of a creative application of science and technology. The commercialisation project will involve the identification and analysis of complex, open-ended problems and issues associated with commercialisation. A written commercialisation report will present findings and a plan for commercialisation. Projects will be sourced from universities, CRIs and science and technology-based enterprises.

Register for an information session at www.mce.auckland.ac.nz
Meet some of our teaching team and guest lecturers

Dr Cristiano Bellavitis
Cristiano is a Lecturer in Innovation and Entrepreneurship with a focus on Finance. He has a PhD from City University of London where he conducted research in entrepreneurial finance, with emphasis on venture capital. Outside of academia, Cristiano has founded and sold various businesses, and is currently an investment manager in the asset management start-up Integer Investments.

Professor Shaun Hendy
Shaun is Director of Te Pūnaha Matatini, a Centre of Research Excellence, and a Professor of Physics at the University of Auckland. He is a sought-after public speaker and commentator on science and innovation. In 2012 he won the Callaghan Medal and the Prime Minister’s Science Media Communication Prize and in 2013 he co-authored Get off the Grass: Kickstarting New Zealand’s Innovation Economy with the late Sir Paul Callaghan.

Professor Kenneth Husted
Kenneth is a Professor of Innovation and Research Management who joined the Business School in 2005 from Copenhagen Business School. He is also an entrepreneur who established businesses in Denmark and New Zealand, and has extensive consulting experience in the innovation and research management fields.

Dr Brian Karlson
Brian is the Co-founder and CEO of TransferCar, an online relocation service helping rental car companies find drivers in the United States, Australia and New Zealand. He previously worked in the Centre for Innovation and Entrepreneurship and has been affiliated with the Department of Management and International Business teaching courses in entrepreneurship, innovation, research commercialisation and strategy.

Adjunct Professor Peter Lee
Peter is the Chief Defence Technologist for the New Zealand Defence Force and a consultant in innovation and commercialisation. His previous roles include CEO of UniServices and Vice President of Research and Development for International Paper Company in New York. Peter received The Thomson Medal in 2013 from the Royal Society of New Zealand for his outstanding contribution to commercialisation of scientific research in New Zealand.

Richard Brookes
Richard is involved with the MBA, Master of Bioscience Enterprise, and Master of Commercialisation and Entrepreneurship programmes, and is a winner of the University of Auckland Excellence in Teaching Awards. His research includes the Contemporary Marketing Practices project, an international study into the changing nature of marketing practices, including the impacts of digital technologies on innovation and commercialisation processes.

Associate Professor Christine Woods
Christine is an Associate Professor in Entrepreneurship and Innovation, teaching entrepreneurship at undergraduate and postgraduate levels. Her research interests include SMEs, family business, entrepreneurship education, social entrepreneurship and Māori entrepreneurship. Christine is on the directing team for The ICEHOUSE Business Growth Programmes. She recently co-founded Girls Mean Business at www.girlsmeanbusiness.nz and is a founding director of Māori Maps at www.maorimaps.co.nz.

Adjunct Associate Professor Daniel Vidal
Daniel is a general management consultant with strong hands-on systems and business strategy development experience gained in top international companies, including Principal Consultant at Deloitte Touche Tohmatsu. He has been actively involved as founder or shareholder of some ten entrepreneurial ventures in the fields of technology and telecommunications and also has extensive experience teaching in the entrepreneurship space.

Dr Kjesten Wiig
Kjesten is the National Manager of Commercialisation for the Ministry of Business, Innovation and Employment and a scientist with more than 15 years’ experience in the drug development industry in the US. She began her career at Sention where she directed the preclinical programme and was involved in intellectual property, obtaining angel and venture capital funding, and new drug applications to the FDA. She is a former director of the pre-clinical research team at Galena.
Diverse, talented cohort adds value to learning

"I studied alongside a talented group of people from diverse backgrounds and built an incredible entrepreneurial network. The project we worked on became the start of an exciting journey for us. We identified possible commercial pathways for a piece of technology and through validation we ascertained the market was big enough to justify developing a product. We have since raised investments and sold internationally.”

Hamish Elmslie
Co-founder/CEO, Wine Grenade

Tools to apply in hi-tech firms

“The in-depth discussions with like-minded people were really what set the programme apart. I’ve learnt that commercialisation is as much an art as a science, but one that is repeatable given the right frameworks. The programme challenges students to apply the frameworks sensibly, in a real-world context. The lean start-up techniques have helped me break out of a habitual mind-set and consider new ventures.”

Philip Cockrell
User Experience Lead, Serato

Benefits for growing my business

“The programme enabled me to develop a clear vision for my company’s commercialisation of new products. I’m sharing my knowledge every day and all parts of the business have benefited. The IP and commercial law parts of the programme really enhanced my understanding in trademark and patent law and I can apply this knowledge to manage my company’s growing IP portfolio.”

Anna Milne
Co-founder and Creative Director, Junior Learning

New frameworks for innovation in corporates and any business

“It’s an exciting time to be involved in innovation and the programme provides best practice frameworks and approaches. Since undertaking the programme I have a heightened sense of change occurring and wonder, what will my role be in the future? From daily conversations with clients about their approach to innovation, to considering my own industry, the course challenges your status quo and has you thinking daily about new opportunities.”

Christine O’Sullivan
Insights and Innovation, Goodman Fielder

Adding commercialisation skills to scientists and engineers

“As a scientist, the programme provides the right balance for me as it combines my technical skills with knowledge on business frameworks, commercialisation process and early IP protection to products. I’m gaining a deeper understanding of the whole commercialisation process and methods of investigating new initiatives. I can use the knowledge daily and immediately. I enjoy the backbone sessions, listening to top quality guest speakers and find the opportunity to build your network very valuable.”

Bhuvana Khanan
Chemist, Revolution Fibres
We advise applicants to apply as early as possible and to submit all the necessary requirements before the application deadline on 1 November 2017 to allow for processing time.

Ready to apply?

Applications close  1 November 2017
Quarter 1    8 January – 17 March 2018
Quarter 2   9 April – 16 June 2018
Quarter 3   2 July – 8 September 2018
Quarter 4   24 September – 1 December 2018

Completing your application

Check your eligibility on our website
Visit www.mce.auckland.ac.nz

Apply for a place in the programme
• Go to www.apply.auckland.ac.nz.
• Sign up for a new account or if you are a current or former University of Auckland student, sign in with your existing student login.

Acknowledgment of application
• You will receive an email acknowledging receipt of your application.
• You can check your application status by logging into the Application for Admission (www.apply.auckland.ac.nz).

Upload supporting documentation
Sign back into your application to upload supporting documentation:
• An official degree certificate
• An official academic transcript
• CV. Please include name and contact details of at least one referee.
• Statement of Intent. To better assess your suitability, we need you to address the following in your application: 1) past entrepreneurial experience and/or involvement in innovation/research commercialisation; 2) What is your experience with teamwork? and 3) What would you hope to achieve with the MCE degree?
• Photo ID

Submit original documents
Submit certified documents as proof of your citizenship or permanent residency to Applications and Admissions, The University of Auckland, Private Bag 92019, Auckland 1142. Alternatively, you can come in person with original document to be certified by us at the Student Information Centre, Room 112, Level 1 (Ground Floor), The ClockTower, 22 Princes Street, Auckland.

Application review
• Once we have received your application and evaluated all the supporting documents, a decision will be made regarding whether to shortlist you.
• If we shortlist you, you will be required to attend an interview which will be held on selected dates (16–17 August, 11–12 October and 15–17 November).
• After the interview, it will take 4 to 6 weeks to process your application. We suggest that you check your status online regularly to see if we require further information/documents.

Application result
• You will be notified of our decision.
• If you are made an offer, you need to sign into the Application for Admission (www.apply.auckland.ac.nz) to accept or decline your offer.

Enrol in your courses
Once you have accepted the offer, the final step is to enrol in your courses at www.auckland.ac.nz/enrolment

Attend orientation
Orientation details will be sent to you. Welcome to the programme.

For more information, please contact us:
Phone: +64 9 923 7780
Email: mce@auckland.ac.nz
www.mce.auckland.ac.nz