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

Applications for our 2019 intake are now open and will close on 1 November 2018.
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 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 bring those ideas to life and 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.

The University of Auckland has been ranked as the most innovative university in New Zealand in the Reuters Top 75 Asia-Pacific’s Most Innovative Universities rankings 2017. 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 (MCE) 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 start-ups 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](http://www.mce.auckland.ac.nz)

<table>
<thead>
<tr>
<th>Students come from:</th>
<th>The industries they work in include:</th>
<th>Their roles include:</th>
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<tbody>
<tr>
<td>• High-tech companies</td>
<td>• ICT</td>
<td>• Business development managers</td>
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<tr>
<td>• Large corporates</td>
<td>• Health science</td>
<td>• Project managers and business analysts</td>
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<td>• Engineering</td>
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<td>• Economic development agencies</td>
<td>• High-value manufacturing</td>
<td>• Commercial managers</td>
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<tr>
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**The industries they work in include:**
- ICT
- Health science
- Engineering
- Food
- High-value manufacturing
- Biotechnology
- Government
- Energy
- Finance
- 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
- Finance managers

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**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 entrepreneurial, 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 and 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 – 15 pts)*
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 and 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.

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Register for an information session at [www.mce.auckland.ac.nz](http://www.mce.auckland.ac.nz)
Meet some of our teaching team and guest lecturers

**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.

**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.

**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. In 2013 he co-authored *Get off the Grass: Kickstarting New Zealand’s Innovation Economy* with the late Sir Paul Callaghan.

**Debra Hall**

Debra is an engineer by training, a marketer by profession, an entrepreneur with a successful exit from her own business, and is now an active angel investor, mentor and independent director. Her small portfolio of directorships is mainly focused on the young company space. In 2017, Debra was awarded the AANZ Arch Angel Award for services to the start-up community.

**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.

**Evelyn Body**

Evelyn is Director of Commercialisation at Auckland UniServices Ltd. Evelyn’s responsibilities have run the full length of the commercialisation pathway from developing IP and commercialisation strategies for new technologies through to transacting key commercial deals at UniServices. Evelyn was also heavily involved with the set-up of UniServices’ China based subsidiary. Evelyn is a registered Trans-Tasman Patent Attorney and is admitted to practice as a solicitor in New Zealand. She graduated Beta Gamma Sigma from her MBA at the University of Auckland.

**Facilities**

Lectures are delivered in the University of Auckland Business School’s state-of-the-art Owen G Glenn Building.

As a student you will have access to the Centre for Innovation and Entrepreneurship’s brand new innovation hub and makerspace, Unleash Space, which you can make use of for prototyping. There are 3D printers, laser cutters, routers, electronics, vacuum formers, sewing machines and other tools and machinery for you to utilise. This space also offers equipment training, workshops, seminars and other inspirational events to complement your projects and ventures.
“I entered this programme with a view to building my tools and knowledge for expansion of my commercialisation work. The sheer depth of knowledge, the success stories and the interaction with peers, staff and speakers was at times awe-inspiring and humbling. With people from a vast variety of backgrounds and experience, very willing to share their knowledge, I quickly built a network of like-minded entrepreneurial people. This led to a change in the direction for my company and subsequent involvement in opportunity validation for technologies. I can’t recommend the MCE highly enough!”

Wen-Yang Ji
Software Developer – Goody Card

“Challenge tradition and develop an entrepreneurial approach”

“The capstone project particularly provided me with an opportunity to expand my comfort zone while receiving support and guidance from supervisors and peers. The techniques and frameworks we studied and then applied in a real-world context, enabled me to challenge my traditional finance mindset, and develop an entrepreneurial approach armed with the tools required to work on projects in uncertain and risky environments.”

Theunie Wiid
Research and Commercialisation Consultant - Clever Projects

“Build tools and knowledge for expansion”

“I entered this programme with a view to building my tools and knowledge for expansion of my commercialisation work. The sheer depth of knowledge, the success stories and the interaction with peers, staff and speakers was at times awe-inspiring and humbling. With people from a vast variety of backgrounds and experience, very willing to share their knowledge, I quickly built a network of like-minded entrepreneurial people. This led to a change in the direction for my company and subsequent involvement in opportunity validation for technologies. I can’t recommend the MCE highly enough!”

Jenne von Pein
Business & Innovation Alchemist – Jungle Strategy

“Instil an entrepreneurial spirit”

“The programme has empowered me with a whole new mindset that can be used to solve real-world commercialisation challenges. The MCE equips students with essential skills and effective toolkits that can be applied in new ventures as well as in organisations looking to reinvent themselves. One of the best parts of the journey was to use the tools and frameworks for a real-world, early-stage product and create a commercially viable proposition. The programme instils an entrepreneurial spirit that inspires you to actively look for new opportunities in your everyday life.”

Moonis Vegdani
New Technology Lead, Vector
We advise applicants to apply as early as possible and to submit all the necessary requirements before the application deadline on 1 November 2018 to allow for processing time.

**Ready to apply?**

Applications close 1 November 2018
Orientation 5 December 2018
Quarter 1 7 January – 23 March 2019
Quarter 2 1 April – 15 June 2019
Quarter 3 24 June – 7 September 2019
Quarter 4 16 September – 30 November 2019

**Key dates**

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

**Am I eligible?**

To be eligible for the MCE Programme you must meet one of the University of Auckland entry criteria listed below:

- A 4-year undergraduate or honours degree with a B- average*
- An undergraduate degree and postgraduate diploma with a B- average*
- An undergraduate degree with a B- average* and evidence** of professional experience relevant to the course

In exceptional circumstances, we may consider applicants who do not meet the above entry criteria but have attained equivalent qualifications or professional experience, and can provide evidence** of this.

* B- Average – in at least 90 points of the most advanced courses
** Evidence – we may ask you to submit further evidence. Typically we look for examples of analytical thinking with large data sets such as reports or presentations

**Application process**

- Go to www.apply.auckland.ac.nz and sign up for a new account or sign in with your existing student/staff login, and follow the online application
- You will receive an email acknowledging receipt of your application, and you will be contacted by our Student and Programme Advisor
- You must upload the following to your application:
  - Official degree certificate/s
  - Official academic transcript/s
  - CV - Please include name and contact details of at least two referees
  - Statement of intent - We ask you to provide a detailed overview of your past experience within entrepreneurial, innovation or research commercialisation areas; your experience working in teams, and what you hope to achieve from this level of study

**Outcome of application**

Once we have received your application we will review all documents to ensure you meet the entry criteria. Those applicants shortlisted will be asked to attend a brief interview. You will be notified by email of the decision and if you are offered a place you will be asked to accept this offer via your Student Services Online account.

**Submit original documents**

You will need to submit certified documents such as residency/citizenship to Applications and Admissions, The University of Auckland, Private Bag 92019, Auckland 1142. Alternatively, you may come in person with original documents to be certified at Ask Auckland Central, Ground Floor, Alfred Nathan House, City Campus; Monday–Friday 8am–6pm.