2020 Commercialisation and Entrepreneurship Masters and Postgraduate Certificate

Capture value from innovation. 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 2020 intake are now open and will close on 1 November 2019.
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 2018. 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

Capture value from innovation and research

The Master of Commercialisation and Entrepreneurship (MCE) is a part-time programme that provides you with the core knowledge and skills required to commercialise and take to market new products, services and processes based on research discoveries and 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, high-tech start-ups and innovative firms. A postgraduate certificate option is also offered.

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)

**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 (CRI)
- Universities
- Technology transfer offices

**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
- Innovation managers
- 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 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 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 links 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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**Apply now or register for an information session at** [www.mce.auckland.ac.nz](http://www.mce.auckland.ac.nz)
Meet some of our teaching team

**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.

**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.

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**World-class facilities**

Classes are held in the University of Auckland Business School’s award-winning Sir Owen G Glenn Building, which is equipped with lecture theatres, computer labs, work rooms, social spaces and a café.

You will also be able to make full use of Unleash Space, the hub of innovation and entrepreneurship at the University of Auckland. Led by the Centre for Innovation and Entrepreneurship, Unleash Space has a state-of-the-art Create and Maker Space where you are free to prototype and test your ideas and learn how to use equipment such as 3D printers, laser cutters, routers, vacuum formers and much more.
Meet our students

**Skills for the commercialisation journey**

“I decided on postgraduate study because I wanted to validate my skills of recognising commercialisation pathways for businesses that I work with in my economic development role for ATEED.

“I also wanted to validate the due diligence process used in my role as an investment specialist so that I can better anticipate international investors’ business decision criteria and deliver them the evidence they need to invest in Auckland companies, or to establish their business here.

“I chose the University of Auckland as the Business School is well regarded both locally and internationally, with the University of Auckland being the highest ranked university in New Zealand for its global reputation amongst both academics and employers.

“I believe having this masters will demonstrate to current and future employers that I have entrepreneurial and commercialisation skills beyond my current role, that I am able to apply those to assess the commercial potential of a service, product or business model, and that I am able to draw on practical skills to assist companies with their commercialisation journey.”

Suzanne McKinnon
Investment Specialist,
Auckland Tourism, Events and Economic Development (ATEED)

**Opens doors to new possibilities**

“I wanted access to a high-calibre professional network and faculty. The MCE stood out as it was flexible and covered the subject matter of science commercialisation through practical project work.

“There are some core principles of commercialisation that I’m now learning that I would not have previously thought important. For example, how the market and business drivers, at times, dictate new product development. Furthermore, the key elements of setting up a startup company, especially the curator-like approach to assemble an executive and governance board. Such insights are very valuable.

“It’s exciting for me to build skills at the interface of science and business, thereby becoming a part of New Zealand’s innovation ecosystem.”

Akshita Wason (PhD)
Senior Consultant – Innovation and Growth, KPMG

**Dealing with uncertainty**

“Thanks to this masters programme, I’ve learned how to deal with environments of high uncertainty and risk and how to mitigate and reduce these factors. This is relevant when working with start-ups but also when dealing with established businesses that want to innovate.

“This programme will help you understand how to create value, and increase the chances of establishing successful and scalable business models.

“The MCE offers a great mix of content, hands-on work and tools. The teaching environment was welcoming and there was plenty of help and guidance. My family and my managers were very supportive of my study. It included late nights and weekends, so it’s important to have that support.”

Patricio Barciela
Water Products and Innovation Manager, Hynds Pipe Systems Ltd
Ready to apply?

We advise applicants to apply as early as possible and to submit all the necessary requirements before the application deadline on 1 November 2019 to allow for processing time.

Key dates

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<th>Event</th>
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<tr>
<td>Applications close</td>
<td>1 November 2019</td>
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<tr>
<td>Orientation</td>
<td>5 December 2019</td>
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<td>Quarter 1</td>
<td>13 January – 28 March 2020</td>
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<td>Quarter 2</td>
<td>15 April – 27 June 2020</td>
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<td>Quarter 3</td>
<td>6 July – 19 September 2020</td>
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<td>Quarter 4</td>
<td>28 September – 12 December 2020</td>
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Entry criteria

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.

Fees and subsidies

The MCE programme is competitively priced and fees can be paid on a quarterly basis.

As a guide, domestic student tuition fees for 2019 for these programmes were:

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<th>Programme</th>
<th>Fee</th>
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<tr>
<td>Master of Commercialisation and Entrepreneurship</td>
<td>$9,337*</td>
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<tr>
<td>Postgraduate Certificate in Commercialisation and Entrepreneurship</td>
<td>$4,670*</td>
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*Tuition fees are indicative only and the fees for 2020 will be set at the end of 2019. In addition to tuition fees there is a Student Services Fee of $7.06 per point, estimated at $847.20 for full-time study (120 points). Expect some adjustment for 2020. For updated information see www.auckland.ac.nz/fees

50% subsidy for people in the New Zealand science system

A Return on Science 50% subsidy on fees may be offered for eligible university academic staff, research and post-doctoral fellows, and those working in Crown Research Institutes. For further information, email mce@auckland.ac.nz

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

Note: You may need to submit certified documents such as residency/citizenship to the Applications and Admissions Office.

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.