2016
Commercialisation and Entrepreneurship
Masters and Postgraduate Certificate

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 2016 intake are now open and will close on 8 December 2015.
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 wealth. Our programmes provide you with the tools to realise your ideas, 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. This university 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 GREG WHITTRED
Dean, Business School
The University of Auckland

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 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.
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:
- Hi-tech companies
- Large corporates
- Small and medium enterprises
- Professional service firms
- Crown research institutes
- Technology transfer offices
- Universities
- Economic development agencies

The industries they work in include:
- ICT
- Health science
- Engineering
- Food
- Hi-value manufacturing
- Aviation
- 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 from: COMENT 708 A and B, 703 and 704.

Masters (120 points)
- 60 points from: COMENT 708 A and B, 703 and 704 and
- 60 points from: COMENT 705 (45 points) and COMENT 706 or approved courses at Level 700 at the University of Auckland (15 points).

The programme is taught on a part-time basis and can be successfully completed while working. Each course is delivered fortnightly during each quarter and is held on Fridays (3-7pm) and Saturdays (9am-12noon). Courses will involve in-class seminars, case studies, guest speakers, panel discussions and presentations as well as individual and group assignments.

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

Special Topic – Contemporary Issues in Innovation, Commercialisation and Entrepreneurship
(COMENT 706 – 15pts)
Examines New Zealand’s innovation landscape by building an understanding of the links between innovation, productivity and economic growth. This course will also address the funding landscape in New Zealand including resources available for the management and funding of R&D.

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 to find out more.
Go to www.mce.auckland.ac.nz

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Apply for admission.
Go to www.apply.auckland.ac.nz
Meet some of our teaching team and guest lecturers

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, the commercialisation arm of the University of Auckland, and Vice President of Research and Development for International Paper Company based 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 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 also been affiliated with the Department of Management and International Business teaching undergraduate and postgraduate courses in entrepreneurship, innovation, research commercialisation and strategy.

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, new drug applications to the FDA and the advancement of compounds into clinical trials. She went on to work at Galenea, a spin-out company from MIT, as the Director of the pre-clinical research team.

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 Rob Batty
Rob is a Senior Lecturer in the Department of Commercial Law at the Business School, where he is also Deputy Director of Postgraduate Studies and Director of Teaching and Learning. Previously he worked in intellectual property at major commercial law firms in New Zealand and Australia.

Dr Leith Oliver
Leith is a Professional Teaching Fellow in the Department of Management and International Business and Programme Co-ordinator for the Master of Commercialisation and Entrepreneurship at the Business School. Previously he was Academic Director and Executive in Residence at The ICEHOUSE, providing mentoring guidance to start-ups. As an experienced owner-manager of many businesses, he delivers coaching seminars on business planning and financial management to start-up companies and chairs a number of advisory boards for SMEs.

Bridget Liddell, MNZM
Bridget is an experienced chief executive, director and chair of a number of global companies and enterprises. She is the Director of White Cloud Dairy Innovation, Chair of ArcAngels and General Partner at 212 Equity Management in New York. She has been on the boards of the New Zealand Superannuation Fund, SkyCity, Fisher & Paykel Appliances Holdings, BioVittoria and KEA New Zealand. Previously she was Chair of the NZTE Beachheads programme and Director of UniServices.

Find out more about the teaching team and view a list of industry expert guest speakers, advisers and panellists at www.mce.auckland.ac.nz
Meet our students

Tools to deliver innovation in any business
“For me, the most valuable part of the programme has been stage gating and technology road mapping. There are elements of these tools I already use every day, but having the complete framework allows me to be more methodical and effective in rapid decision making. It’s great to be part of a new wave of students set up to deliver on innovation initiatives across the spectrum from start-ups to New Zealand’s biggest corporates.”
Craig Squire – CEO/Entrepreneur, Tsunami Ventures

Expanding and developing a broad skillset
“I’ve enjoyed the opportunity to expand my multidisciplinary skillset and gain deeper knowledge of commercialisation and entrepreneurship. I also really value the opportunity to get out of my comfort zone and push the boundaries. I’ve gained product and business development frameworks, as well as innovation methodology and best practices that I can apply to my everyday work.”
Ginger Li – User Experience Lead, Fraedom

Valuable advice for early stage businesses
“I’m gaining a broader and more rounded view of the research commercialisation process, which is directly benefiting my role as a patent attorney by adding value to the advice I give to early stage businesses, including entrepreneurs. I’m really enjoying the marketing aspect of the course and using it to expand my client base. The energy and enthusiasm of the lecturers, guest speakers and class mates is infectious and a great motivator to expand my personal horizons.”
Justin Sweetman – Patent Attorney, CreateIP

Turning technology into commercial opportunity
“As an engineer I’m only exposed to the technical side of things and don’t get the chance to learn business skills like marketing, law and finance. This programme was a great experience, combining my knowledge of technology with important skills such as market validation and IP landscaping. I’m hoping this new knowledge will open doors in my career, especially in commercial projects.”
Thahir Zafarulla – Power Plant Support Engineer, Air New Zealand

Learning new methods to enhance innovation
“I come from a science and technology background and applying science for commercial opportunities is a key company strategy at Comvita. This course helped me become more effective – I have a deeper understanding of the whole commercialisation process and methods of investigating new initiatives. I really enjoyed going back and discussing the concepts with my team to see how they could be relevant for Comvita.”
Yun Jae Lee – Commercial Manager, Comvita Innovation

Knowledge to apply in high-tech firms
“The programme is hands-on and covers a range of topics that are key to maintaining an entrepreneurial mindset. My job is heavily focused on striving for best-in-class user experiences, and continuous ideation and experimentation are what we do. Applying thinking techniques and leveraging internal and external networks alongside product road mapping processes and experimentation-driven product designs has been really useful. I can use the knowledge daily and immediately.”
Ghaith Kayed – Senior Program Manager, Microsoft

Student diversity adds value to learning
“The students come from a wide range of professional backgrounds and I’ve really enjoyed the diversity of thoughts and experiences they’ve brought to the programme. It’s provided real challenges and many learning opportunities. The programme has a very positive feel that supports learning and encourages the development of networks.”
Dion Sheppard – Scientist, Institute of Environmental Science and Research

Inspired by professionals with industry experience
“The most enjoyable aspects of the programme are learning from people with real industry experience and passion for the topic, getting to know and work with a diverse group of fellow students, and being inspired by some of New Zealand’s fine entrepreneurs and business people. The programme is really well put together and I would recommend it to any business person.”
David Aitken – Chief Information Officer, Sentient Software
About the Centre for Innovation and Entrepreneurship

The Centre for Innovation and Entrepreneurship’s outreach, curriculum and research activities enhance the University of Auckland’s internationally recognised entrepreneurial ecosystem. We engage with staff and students from all disciplines to further the Business School’s mission of developing graduates, knowledge and ideas that grow the productivity and international competitiveness of New Zealand’s enterprises.

The entrepreneurial ecosystem

The Postgraduate Certificate and the Master of Commercialisation and Entrepreneurship are integrated with the national and regional innovation and entrepreneurial ecosystems. Students are exposed to industry experts and globally recognised guest speakers, and can take part in Entrepreneurs’ Club events, business planning competitions and projects.

The programme is strongly linked with the following organisations:

Spark
www.spark.auckland.ac.nz

ICEHOUSE
www.theicehouse.co.nz

uniservices
www.uniservices.co.nz

Entrepreneurs’ Challenge
www.entreprenuerschallenge.co.nz

Contact the Centre for Innovation and Entrepreneurship

For more information or to make an appointment, please contact Maria Aquino:
Email: cie@auckland.ac.nz  Phone: +64 9 923 4985 or 0800 227 337  Web: www.mce.auckland.ac.nz

Disclaimer
Although every reasonable effort is made to ensure accuracy, the information in this document is provided as a general guide only for students and is subject to alteration. All students enrolling at the University of Auckland must consult its official document, the current Calendar of the University of Auckland, to ensure that they are aware of and comply with all regulations, requirements and policies.