

Commercialisation and Entrepreneurship

Unit type: PG Project/Other Research Unit

Credit points: 12

AQF level: 8

Level of learning: Advanced

School/College:

[Graduate School](#)

Enrolment information:

Students must be enrolled in a Higher Degree by Research to undertake this unit.

General enquiries:

Please contact the Graduate School

Email: gradschool@scu.edu.au

Availabilities:

Location	Domestic	International
Online	Research Semester 1 & 2	N/A

Unit description

This unit provides an opportunity for students to demonstrate knowledge and practical skills in the development and commercialisation of new products, services, and processes. Specifically, students will develop an understanding of the patent application system and intellectual property, market validation, confidentiality agreements, technology and transfer to industry, and potential investment, funding and revenue generation.

Content

Independent study guided by academic supervisor which may include information on patent applications, provisional patents, or a detailed IP agreement or business plan based on the candidates own original research.

Learning Outcomes

Number	Description	GA1	GA2	GA3	GA4	GA5	GA6	GA7
1	Ability to communicate and work effectively to a high professional standard with knowledge of commercialisation and entrepreneurial processes and the ability to apply this knowledge effectively in context.	Y	N	N	N	N	Y	N
2	Demonstrate analytical and problem-solving skills associated with commercialisation and entrepreneurial practices, with effective evaluation and integration of complex problems, and use of entrepreneurial thinking to identify and implement appropriate processes towards a desirable solution.	N	N	Y	N	Y	N	N

3	Make business decisions that reflect an understanding of ethical, environmental and social responsibilities.	N	N	N	Y	N	N	Y
4	Work effectively both in teams and autonomously communicate orally and in writing using a range of media, demonstrate self- management and self-reflection in complex situations and demonstrate effective interpersonal skills in diverse contexts.	Y	N	N	N	N	Y	N
5	Assess and develop Patent and IP opportunities from original research.	Y	Y	N	N	N	N	N

Teaching method	Assessment	Duration
Self-directed project	Submission of a portfolio 100%	Time-Based

Assessment Overview

Candidates must:

1. Prepare a portfolio that may include provisional patent or patent application, or a detailed IP agreement or business plan based on the students own original research. Alternatively students may be able to apply for credit for undertaking a credible external (incl. online) entrepreneurship course with a detailed written proposal including detailed searches for prior art and justification for novel applications/usefulness/commercial benefit.
2. Any other independent study as prescribed and guided by the academic supervisors.

The candidate must submit a portfolio detailing the above requirements and provide documentary evidence to the Graduate School hdrsupport@scu.edu.au in order to satisfy the requirements for this unit.