

COURSE OUTLINE

ENTR- 215

Taking Innovation to Market

3 Semester Credits

HOWARD COMMUNITY COLLEGE

Description

Students will work in peer teams under the guidance of entrepreneurial mentors to complete the facets of developing innovations. Students will learn the phases of transforming innovation to the business world. This will include identifying, assessing, marketing, and determining licensure of innovations. Students will examine real-life technology overviews prepared by participating research labs and work with team members, inventors, and mentors to take an innovation to the marketplace. Through these processes, team work, decision-making, and analyses will be prime areas of learning. (3 hours weekly)

Statement on General Education and Liberal Learning

A liberal education prepares students to lead ethical, productive, and creative lives and to understand how the pursuit of lifelong learning and critical thinking fosters good citizenship. General education courses form the core of a liberal education within higher education curricula and provide a coherent intellectual experience for all students by introducing the fundamental concepts and methods of inquiry in the areas of mathematics, the physical and natural sciences, the social sciences, the arts and the humanities, and composition. This course is part of the general education core experience at Howard Community College.

Overall Course Objectives

Upon completion of this course the student will be able to:

1. Describe and discuss the basics of technology transfer including inventions, patents, technology marketing, and technology licensing.
2. Assess the commercial viability of a new invention developed from one of the region's US Government Laboratories.
3. Work in a team environment and develop a written assessment report of the invention.
4. Present findings and recommendations at an open event attended by students, researchers, prospective entrepreneurs, local business representatives, and technology transfer experts.
5. Analyze career options in science, technology, research, and business.
6. Exhibit beginning skills required to work in an innovative enterprise.

Major Topics

- I. Introduction to Technology Transfer
 - a. Background on Technology Transfer
 - b. The Technology Transfer Cycle
- II. Invention Evaluation and Assessment
 - a. Review of Inventions: Novelty and Utility
 - b. Intellectual Property Basics: Patent, Copyright, Trademark
 - c. Assessing Licensing/New Business Opportunities
- III. Technology Marketing

- a. Product and Market Assessment
- b. Marketing Strategy
- c. Targeting Companies

IV. Technology Licensing

- a. Valuation
- b. Licensing Agreements
- c. Negotiation

V. Technology Assessment Report and Presentation

Course Requirements

Grading/exams: Grading procedures will be determined by the individual faculty member and include exams on specific course subject matter, a written technology assessment and final presentation of technology transfer analysis.