



## GRADUATE TRAINING ELEMENT SPECIFICATION

<b>Module Title:</b>	<b>Intellectual Property and Commercialisation</b>
<b>Module Code:</b>	GS601
<b>Credit Value:</b>	5 ECTS credits
<b>Delivery Dates:</b>	<p>The course will be delivered in 6 workshops as follows:</p> <p><u>Workshop 1:</u> March 8<sup>th</sup> 9:30-13.00 Introduction to Intellectual Property and Academic Entrepreneurship</p> <p><u>Workshop 2:</u> March 15<sup>th</sup> 9:30-13.00 Patents and Business Planning</p> <p><u>Workshop 3:</u> March 22<sup>nd</sup> 9:30-13.00 Invention Disclosure Process and Market Evaluation</p> <p><u>Workshop 4:</u> April 5<sup>th</sup> 9:30-13.00 Licensing and Commercialisation</p> <p><u>Workshop 5:</u> April 12<sup>th</sup> 9:30-13.00 Business Models and Financing</p> <p><u>Workshop 6:</u> May 10<sup>th</sup> 9:30-13.00 Commercialisation Plan Presentations</p> <p>All workshops will take place in the Room Q304, DCU Business School</p>
<b>Module Co-ordinator(s) / Unit Contact Details:</b>	<p><b>Dr Teresa Hogan, DCU Business School</b> Tel: 01 700 8082 Email: <a href="mailto:teresa.hogan@dcu.ie">teresa.hogan@dcu.ie</a></p> <p><b>Ms Emma O'Neill, Invent, DCU</b> Tel: 01 700 7741 Email: <a href="mailto:emma.oneill@invent.dcu.ie">emma.oneill@invent.dcu.ie</a></p>

<b>Format/Components:</b>	The course will be delivered through a series of 6 half day workshops. There will be a number of guest lectures by experts in the fields of intellectual property and technology transfer as well as academic entrepreneurs.
<b>Indicative Time Allowances (lectures, workshops, etc.):</b>	As above.
<b>Module Aims:</b>	<p>This module provides an overview of how a university's intellectual property is identified, protected and transferred. It has two aims:</p> <ul style="list-style-type: none"> <li>• To provide a systematic understanding of intellectual property and its application to the day to day activities of the researcher.</li> <li>• To introduce the researcher to the skills and processes involved in the successful commercialisation of new products, processes and services from scientific research.</li> </ul>
<b>Learning Outcomes:</b>	<p>Upon successful completion of this module participants will have:</p> <ul style="list-style-type: none"> <li>• Developed an appreciation of intellectual property rights and how they are protected.</li> <li>• Searched, analysed and interpreted patent applications for university generated intellectual property.</li> <li>• Identified and applied tools for maintaining high quality, verifiable research records.</li> <li>• Identified and appraised the role of the university researcher in the innovation process.</li> <li>• Developed an integrated perspective of the process involved in the successful commercialisation of new technology products, processes and services.</li> <li>• Researched, presented and defended a commercialisation assessment for a new product, process or service based on university research.</li> </ul>
<b>Assessment:</b>	<ul style="list-style-type: none"> <li>• 100% continuous assessment.</li> <li>• Practical project to be completed in teams of 4.</li> <li>• Each team will be required to complete an IP search and commercialisation assessment for a technology developed by DCU research centres.</li> </ul>
<b>Please state which schools/research centres this module is suitable for:</b>	All
<b>Indicative Reading List (if any):</b>	None
<b>Date of last revision:</b>	January, 2012