

# STC - Science and Technology Commercialization

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## Science and Technology Commercialization: STC

### Lower-Division Courses

### Upper-Division Courses

### Graduate Courses

#### **STC 380C. Assessing Technologies and Innovations.**

Restricted to students in the technology commercialization program. Explore the first step in the commercialization process: generating or identifying ideas and technologies that have market potential. Apply multiple methodologies to assess the market potential of new ideas and technologies. The equivalent of three lecture hours a week for one semester. Science and Technology Commercialization 380 and 380C may not both be counted. Offered on the letter-grade basis only. Prerequisite: Graduate standing.

#### **STC 081C. Strategic Career Planning.**

Restricted to students in the Master of Science in Technology Commercialization program. Hours to be arranged May be repeated for credit. Offered on the credit/no credit basis only. Prerequisite: Graduate standing.

#### **STC 382. Marketing Technological Innovations.**

Restricted to students in the technology commercialization program. Examine how taking a technology from idea to market requires persuasion and marketing skills. Develop a persuasive proposal and marketing plan for taking a product to market. Meets all day on alternate Fridays and Saturdays. Offered on the letter-grade basis only. Prerequisite: Graduate standing.

#### **STC 183C. Art and Science of Negotiation.**

Restricted to students in the technology commercialization program. Explore negotiation through the application of analytical frameworks in practical negotiation exercises. Meets all day on alternate Fridays and Saturdays. Offered on the letter-grade basis only. Prerequisite: Graduate standing.

#### **STC 384C. New Venture Strategies.**

Restricted to students in the technology commercialization program. Develop strategies for commercializing technologies as new ventures or within existing firms. The equivalent of three lecture hours a week for one semester. Science and Technology Commercialization 384 and 384C may not both be counted. Offered on the letter-grade basis only. Prerequisite: Graduate standing.

#### **STC 385. Creative and Innovative Management.**

Restricted to students in the technology commercialization program. Apply critical reasoning techniques to analyze, diagnose, and respond to organizational design and leadership issues in a new venture. Meets all day on alternate Fridays and Saturdays. Offered on the letter-grade basis only. Prerequisite: Graduate standing.

#### **STC 386. Topics in Technology Commercialization.**

The process of technology commercialization, managing technology, and other topics that include the commercialization of technology. Meets all day on alternate Fridays and Saturdays. May be repeated for credit

when the topics vary. Offered on the letter-grade basis only. Prerequisite: Graduate standing and admission to the technology commercialization program.

**Topic 1: Financing New Ventures.** Methods for determining capital requirements and ways of crafting financial and fund-raising strategies. Forms of financing, including angels and informal investors, venture capital, debt capital, and inside and outside equity. Offered on the letter-grade basis only.

**Topic 2: Managing Technology and Business Risks.** Restricted to students in the technology commercialization program. Explore decision and risk analysis, including methods for structuring and modeling decision problems. Apply methods to problems that involve risk and uncertainty in the commercialization of new technologies. Offered on the letter-grade basis only.

#### **STC 287. New Venture Accounting.**

Restricted to students in the technology commercialization program. Analyze and create financial statements as a critical tool in decision-making for a new venture. Meets all day on alternate Fridays and Saturdays. Offered on the letter-grade basis only. Prerequisite: Graduate standing.

#### **STC 288. Financing New Ventures.**

Prepare financial projections and develop a financial plan for funding a new venture. Meets all day on alternate Fridays and Saturdays. Offered on the letter-grade basis only. Prerequisite: Graduate standing.

#### **STC 389. Problems in Specialized Fields.**

Independent study. Offered on the letter-grade basis only. Prerequisite: Graduate standing and admission to the technology commercialization program.

#### **STC 291C. Technology Commercialization in the Global Economy.**

Restricted to students in the technology commercialization program. Examine technology commercialization in the global context, assessing global markets and positioning for competitive advantage within them. Develop a plan for commercializing a technology within a foreign country. The equivalent of two lecture hours a week for one semester. Science and Technology Commercialization 291 and 291C may not both be counted. Offered on the letter-grade basis only. Prerequisite: Graduate standing.

#### **STC 294C, 394C. Managing Product Development and Production.**

Restricted to students in the technology commercialization program. Develop a plan for taking an innovation from idea to a product ready for market. Meets all day on alternate Fridays and Saturdays. Offered on the letter-grade basis only. Prerequisite: Graduate standing.

#### **STC 395. New Venture Creation.**

Restricted to students in the technology commercialization program. Explore how to raise capital, either from outside investors or internal corporate sources, by validating the market potential of the new technology, developing a business model, determining financial requirements, and communicating the opportunity convincingly. Develop a business plan to address these key elements. Meets all day on alternate Fridays and Saturdays. Offered on the letter-grade basis only. Prerequisite: Graduate standing.

#### **STC 396. New Venture Design and Implementation.**

Restricted to students in the technology commercialization program. Develop a business implementation plan for a technology enterprise or project by establishing operational roles and processes. Meets all day on

alternate Fridays and Saturdays. Offered on the letter-grade basis only.  
Prerequisite: Graduate standing.

## **Professional Courses**