Science and Technology Commercialization (STC)

STC 380C Assessing Technologies and Innovations 3 Hours
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.

STC 081C Strategic Career Planning 0 Hours

STC 382 Marketing Technological Innovations 3 Hours
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.

STC 183C Art and Science of Negotiation 1 Hour
Explore negotiation through the application of analytical frameworks in practical negotiation exercises.

STC 384C New Venture Strategies 3 Hours
Develop strategies for commercializing technologies as new ventures or within existing firms.

STC 385 Creative and Innovative Management 3 Hours
Apply critical reasoning techniques to analyze, diagnose, and respond to organizational design and leadership issues in a new venture.

STC 386 Topics in Technology Commercialization 3 Hours
The process of technology commercialization, managing technology, and other topics that include the commercialization of technology.

STC 386.1 Financing New Ventures 3 Hours
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.

STC 386.2 Managing Technology and Business Risks 3 Hours
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.

STC 287 New Venture Accounting 2 Hours
Analyze and create financial statements as a critical tool in decision-making for a new venture.

STC 288 Financing New Ventures 2 Hours
Prepare financial projections and develop a financial plan for funding a new venture.

STC 389 Problems in Specialized Fields 3 Hours

STC 291C Technology Commercialization in the Global Economy 2 Hours
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.

STC 294C, 394C Managing Product Development and Production 2-3 Hours
Develop a plan for taking an innovation from idea to a product ready for market.

STC 395 New Venture Creation 3 Hours
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.

STC 396 New Venture Design and Implementation 3 Hours
Develop a business implementation plan for a technology enterprise or project by establishing operational roles and processes.