

<b>Course code</b>																																	
<b>Type and description</b>	EC – elective subjects from the discipline of Management and quality studies																																
<b>ECTS credit</b>	1																																
<b>Course name</b>	Models of transfer and commercialization of research and development activities																																
<b>Course name in Polish</b>	Modele transferu i komercjalizacji prac badawczo-rozwojowych																																
<b>Language of instruction</b>	English																																
<b>Course level</b>	8 PRK																																
<b>Course coordinator</b>	dr Robert Blaźlak																																
<b>Course instructors</b>																																	
<b>Delivery methods and course duration</b>	<table border="1"> <thead> <tr> <th></th> <th>Lecture</th> <th>Tutorials</th> <th>Laboratory</th> <th>Project</th> <th>Seminar</th> <th>Other</th> <th>Total of teaching hours during semester</th> </tr> </thead> <tbody> <tr> <td>Contact hours</td> <td>0</td> <td>0</td> <td>0</td> <td>5</td> <td>0</td> <td>0</td> <td>5</td> </tr> <tr> <td>E-learning</td> <td>no</td> <td>no</td> <td>no</td> <td>no</td> <td>no</td> <td>no</td> <td>no</td> </tr> <tr> <td>Assessment criteria (weightage)</td> <td>0</td> <td>0</td> <td>0</td> <td>100%</td> <td>0</td> <td>0</td> <td>100%</td> </tr> </tbody> </table>		Lecture	Tutorials	Laboratory	Project	Seminar	Other	Total of teaching hours during semester	Contact hours	0	0	0	5	0	0	5	E-learning	no	no	no	no	no	no	no	Assessment criteria (weightage)	0	0	0	100%	0	0	100%
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<b>Course objective</b>	1. The aim of the course is to enable students to acquire knowledge in the field of methods of commercialization of research results																																
<b>Learning outcomes</b>	<p>A PhD student after completing the course can:</p> <ol style="list-style-type: none"> <li>1. knows and understands the basic principles of knowledge transfer to the economic and social sphere and the commercialization of the results of scientific activity and know-how related to these results W2 P8S_WK 3</li> <li>2. transfer the results of scientific activities to the economic and social sphere U1 P8S_UW 3</li> <li>3. independently plan and act for their own development and inspire and organize the development of other people U4 P8S_UU 3</li> </ol>																																
<b>Assessment methods</b>	<p>Verification methods of learning outcomes</p> <p>effects 1-t 2-3 - project in the form of a feasibility study supported by the theoretical part of the project</p> <p>The final grade consists of:</p> <p>Project - 100%</p>																																
<b>Prerequisites</b>	Fundamentals of management and economics																																
<b>Course content with delivery methods</b>	<p>Theoretical issues for self-study</p> <ol style="list-style-type: none"> <li>1. The concept of commercialization and technology transfer</li> <li>2. The assessment of models for technology readiness level</li> <li>3. Models of technology commercialization</li> <li>4. Technology valuation methods</li> </ol>																																

	<p>5. Aspects of intellectual property management in enterprises</p> <p>Project</p> <p>1. Technology characteristics including:</p> <p>1.1. description of technology</p> <p>1.2. indication of the general area of application</p> <p>1.3. indication of competitive advantage of the technology and potential benefits of the entrepreneur from its implementation.</p> <p>1.4. graphs, drawings, etc.</p> <p>2. Industry analysis, including:</p> <p>2.1. description and selection of target areas / area of application</p> <p>2.2. condition, level of "technological arms",</p> <p>2.3. market conditions (segmentation, product and expectations of the value of the target customer),</p> <p>2.4. analysis of the industry in terms of competition, substitute and complementary goods / services</p> <p>2.5. effects of technology implementation on the enterprise (efficiency, effectiveness, environmental, etc.)</p> <p>2.6. List of potential recipients of technologies (including both SMEs and large enterprises)</p> <p>3. Analysis of technology readiness for commercialization including:</p> <p>3.1. description along with the rationale for choosing the method for assessing the readiness of technologies for commercialization,</p> <p>3.2. estimated value of technology in terms of replacement</p> <p>3.3. Negotiation suggestions in the area of price and application of a given technology</p> <p>4. Marketing of innovation (short promotion plan for a given technology)</p> <p>5. Recommended form of technology transfer</p>
<b>Basic reference materials</b>	<p>1. Lecturer's material</p> <p>2. Błażlak R., Owczarek K., Modele transferu technologii, Politechnika Łódzka, Łódź 2013</p> <p>3. K.Klincewicz, A.Manikowski, Ocena, rankingowanie i selekcja technologii, Wydawnictwo Naukowe Wydziału Zarządzania Uniwersytetu Warszawskiego, Warszawa 2013</p> <p>4. Barańska-Fischer M. (red.), Błażlak R., Szymański G. Innowacje w biznesie. Wybrane zagadnienia, Politechnika Łódzka, Łódź 2016</p> <p>5. D.M.Trzmielak, M.Grzgorczyk, B.Gregor, Transfer wiedzy i technologii z organizacji naukowo-badawczych do przedsiębiorstw, Wydawnictwo Uniwersytetu Łódzkiego, Łódź 2016</p>
<b>Other reference materials</b>	<p>1.Duraj N.,Pieloch-Babiarz A., Przedsiębiorczość, strategie i metody zarządzania przedsiębiorstwem, Wydawnictwo Uniwersytetu Łódzkiego , 2014</p> <p>2 Alexander Osterwalder, Yves Pigneur. Tworzenie modeli biznesowych. Podręcznik wizjonera, One Press 2012</p>

	3. Eric Ries, Metoda Lean Startup. Wykorzystaj innowacyjne narzędzia i stwórz firmę, która zdobędzie rynek, OnePress 2012 4. Steve Blank, Bob Dorf, Podręcznik startupu. Budowa wielkiej firmy krok po kroku, One Press 2013
<b>Average student workload outside classroom</b>	15 h.
<b>Comments</b>	-
<b>Last update</b>	July 2020