Professional and Continuing Education
Website: http://www.adelaide.edu.au/conted/

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Professional Certificate in Science and Technology Commercialisation
This program is currently under review. For further information please contact Professional and Continuing Education or visit the website www.adelaide.edu.au/stc

Master of Science and Technology Commercialisation
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Postgraduate award coordinated by Professional and Continuing Education

Professional Certificate in Arbitration and Mediation
Professional Certificate in Science and Technology Commercialisation
Master of Science and Technology Commercialisation
The University is currently in the process of implementing a new information systems infrastructure. This includes a new Student Administration system. A consequence of this initiative is that the University has adopted a new set of nomenclature to describe its academic awards and curriculum offerings.

The changes in terminology that will be noticed in the Handbook of Academic Programs are as follows:

<table>
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<th>Term</th>
<th>Description</th>
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<tr>
<td><strong>Academic Program</strong></td>
<td>is used to describe academic awards which were previously referred to as Courses</td>
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<tr>
<td><strong>Course</strong></td>
<td>is used to describe syllabus offerings which were previously referred to as Subjects</td>
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<tr>
<td><strong>Unit</strong></td>
<td>is used to describe the value the course contributes to program completion previously referred to as Points</td>
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Professional Certificate in Arbitration

The above award has been developed within the framework of the General Academic Program Rules printed at the beginning of this volume of the Handbook. As all students must comply with both the General and Specific Academic Program rules, they are advised to refer to them to gain an understanding of their rights and responsibilities regarding program matters.

Specific Academic Program Rules

1 Duration of Course

Taught over two semesters, the Professional Certificate in Arbitration comprises a General and Advanced program. Programs comprise 13 weeks of Tuesday evening two-hour tutorials, and a full one-day workshop. An introductory session to the Australian Legal System is provided at the commencement of the General Course.

2 Admission

2.1 Basic qualifications

2.1.1 The qualifications which would allow automatic admission to the Professional Certificate are recommended as one of the following:

An ordinary university degree from a University recognised by Adelaide University in a field or discipline leading to the holder’s practising in the relevant field, plus two years continuous practice in the field

A diploma or other tertiary qualification from a University or institution (including a TAFE college) recognised by Adelaide University, plus not less than three years experience in the practice of the calling for which the qualification is held or

A recognised industry-based qualification (such as training in business management through the Institute of Management), the holding of a senior and responsible position within business or industry with not less than four years total experience or

The holding of a senior position in a field of practice or discipline, plus not less than five years total experience in that field

Such other qualification or experience as the Faculty of Law, on the advice of the Advisory Board, sees fit.

2.1.2 Being a person of good repute with no criminal record and holding a senior and respected position in the field of practice in which the person works;

2.1.3 Relevance of the professional certificate as contributing towards a masters degree:

Graduates possessing a Professional Certificate ought to be allowed to continue to study for the qualification of a Masters Degree Law specialising in Arbitration provided that:

They possess the necessary other qualifications required (e.g. the holding of an appropriate ordinary degree)

They are acceptable to the relevant faculty of law admitting them as students.

2.2 Status

Candidates possessing a law degree may be granted exemption from the General Program, dependent on their years of experience in the field and the number of ADR cases dealt with in their professional career.

3 Assessment

General program assessment comprises three components: participation at the compulsory one day workshop 25%, 3000 word assignment 40%, general 2-hour course exam 35%.

The Advanced course assessment consists of three components: participation at the one day workshop 25%, 4000-5000 word assignment 40%, 3-hour final exam 35%.

Each program provides 13 courses, several law based, relevant to arbitration.

4 Qualification requirements

To qualify for the Professional Certificate, a candidate shall satisfactorily complete the General Program and all components of the Advanced Program.

4.1 Program of study

Candidates are serviced with all program materials, including notes or text book, audio tape and Arbitration video. Website access will provide on-line learning for distance education students in 2001.

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Master of Science and Technology Commercialisation

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Specific Academic Program Rules

1 Duration of course
To qualify for the degree, a candidate shall satisfactorily complete a course of study comprising three trimesters of full time study (or equivalent).

2 Admission
2.1 An applicant for admission to the course of study for the degree of Master of Science and Technology Commercialisation shall have:
(a) at least 5 years approved professional work experience and
(b) qualified for an Ordinary degree of Adelaide University or another institution accepted by the University for the purpose as equivalent or equivalent demonstrable experience and knowledge.

2.2 Candidates will also have to demonstrate that
(a) they have the capacity to do exceptional academic work at the graduate level
(b) their experience will be of benefit to the program
(c) the program will enhance their professional career and
(d) they will be an effective champion and implementor of the program concepts.

Students must also have a sound knowledge of the use of computers.

2.3 Status, exemption and credit transfer
No candidates will be granted status for any of the core courses of the degree except candidates who have qualified for the Professional Certificate in Science and Technology Commercialisation.

3 Assessment and examination
There shall be four classifications of pass in any course for the Master’s degree: Pass with High Distinction; Pass with Distinction; Pass with Credit; and Pass

A candidate shall not be eligible to be assessed, by examination or otherwise, unless the prescribed work has been completed to the satisfaction of the teaching staff concerned.

For the purpose of this Rule, a candidate who is refused permission to sit for examination shall be deemed to have failed the examination.

4 Qualification requirements

4.1 Program of study
To qualify for the degree, a candidate shall satisfactorily complete all 12 courses as follows:

- Converting Technology to Wealth
- Creative and Innovative Management
- Financing New Ventures
- Internationalisation of Technology
- Legal Issues of the Commercialisation Process
- Managing New Product Development and Production
- Managing Risk
- Managing the Technology-Based Product Life Cycle
- Strategic Analysis for Technology Commercialisation
- Technology Enterprise Design and Implementation
- Technology Management and Transfer
- The Art and Science of Market-Driven Entrepreneurship.
Syllabuses

Converting Technology to Wealth
3 units
Examines the process through which knowledge (ideas, innovations, science, technology, talent and know-how) is converted to wealth through the commercialisation process. Addresses the importance of technology innovation and commercialisation to the economy of a country. Students perform a technology commercialisation assessment.

Creative and Innovative Management
3 units
Creative management deals with new concepts and ideas, initiatives, and methods that can be used to provide new directions or modes of operation for organisations and activities. Focuses on the ability to implement these ideas and to move successfully in new directions. Students perform management case studies that evaluate creativity and innovation in private enterprise or the public sector.

Financing New Ventures
3 units
Examines financial planning, methods for determining capital requirements, and various ways of financing growth and making investment decisions. Among the forms of financing examined are angels and informal investors, venture capital, debt capital, and inside and outside equity. Students create plans for the financing of a technology venture.

Internationalisation of Technology
3 units
Addresses a broad and special set of issues of commercialising technology on a global scale, including international country policies, supra-country trade policies (including GATT, NAFTA, etc.), import/export processes, financing issues, critical technologies and country profiles. Addresses importing or exporting a new technology or intellectual property to any foreign market through a variety of technology transfer strategies which account for public policies and interrelated competitiveness issues. Students engage in role-playing exercises designed around an international commercialisation project.

Legal Issues of the Commercialisation Process
3 units
Examines the numerous legal challenges organisations face as they commercialise technology in a global environment. In addition to studying the basic regulatory requirements for intellectual property and patent protection, students gain an understanding of the process of technology licensing and methods for valuation of intellectual property. Students develop strategies and plans by which to manage and protect the knowledge assets of a technology venture.

Managing Risk
3 units
Addresses decision and risk analysis, methods for structuring and modelling decision problems, and application of methods to a variety of problems that involve risk and uncertainty related to the commercialisation of new technologies. Students apply risk analysis tools to a commercialisation assessment problem.

Managing New Product Development and Production
3 units
Addresses the many and best practices organisations are using to accelerate the product development and production processes. Students develop case studies of methodologies for managing the technology and product development cycle.

Marketing Technological Innovation
3 units
Develops an understanding of the forces driving competition and demand in markets or technology-intensive products and services. Covers product management decisions (design, channels/logistics, pricing/promotions etc.) across stages of product life-cycles affecting technology products. Enhances skills in analysing competitive trends, identifying threats and opportunities, designing new products, and/or marketing strategies. Students develop a marketing strategy and perform a market analysis to define potential markets for a technology.
Strategic Analysis for Technology Commercialisation
3 units
Addresses technology and commercialisation strategies as part of business strategy. Examines the use of models and other concepts to measure the effectiveness of commercialisation and the analysis and measurement of risk. Students perform strategic analyses of industries and industrial sectors.

Technology Enterprise Design and Implementation
3 units
Develops a multi-disciplinary approach to the preparation and presentation of a detailed, growth-oriented business plan for a technology enterprise or project. Addresses stages of new venture start-ups, general management requirements, and harvesting value from new ventures. Students present their plans to a group of business investment professionals.

Technology Management and Transfer: Theory and Practice
3 units
Addresses the evaluation, formulation and use of technology transfer models. Emphasis is placed on case studies of facilitating factors and barriers to collaborative relationships. Students develop and document a technology transfer model.

The Art and Science of Market-Driven Entrepreneurship
3 units
Examines the process of creating new ventures, the dynamics of growth-oriented firms, the roles of entrepreneurs and intrapreneurs in different organisational environments, the factors that drive the entrepreneurial process, and the importance of entrepreneurship to the economy. Students write an opportunity plan in which they assess a real business opportunity and make an oral presentation of their plan.