COURSES

MBATC 641 Organizations, Technology, and Society 2 CREDITS
This course explores the role technology plays in determining, or directing, societal change. Technologists must understand the implications a particular technology may have after commercialization. Exploring technologies and their resulting changes in consumer behavior, laws, and societal mores, this course prepares the technologist to think about possible post-commercialization issues.

MBATC 644 Intellectual Property Strategy,Collaboration, and Licensing 2 CREDITS
Intellectual property is a critical component of technology firm strategy. This course examines the types and limitations of intellectual property as the method in which intellectual property management can be integrated within the corporate and technology strategies of a company. The course builds specific skill sets around the development and execution of licensing agreements as well as the management of the technology transfer process. The relationship between intellectual property trading strategies and legal protection are also explored.

MBATC 647 Marketing Innovative Products 2 CREDITS
Technology marketing is often more difficult than traditional marketing, since it involves introducing new products that users do not understand, or that have different value propositions from current alternatives. This course develops a framework for channel distribution, value proposition, adoption rates, and technology product market size estimation.

MBATC 651 New Product Development 2 CREDITS
It is widely acknowledged that new products are critical to the growth and profitability of most industries today, and yet the majority of new products introduced each year fail to meet expectations. This course focuses on how to manage a new product development program and mitigate the risks involved by employing tools, such as the Stage-GateT process and Quality Function Deployment, that provide the discipline and structure needed in order to allocate resources and maximize the probability of success. Emphasis is placed on the development of products which are more than simple product line extensions, and particularly those that have high technology content and/or are destined for technology-oriented markets.

MBATC 654 Financing New Ventures 2 CREDITS
This course analyzes the financing options available to new ventures and the financial viability of new ventures. Securities and Exchange Commission regulations, due diligence procedures, financing events, and tactical maneuvers necessary in financing stages are explored. The course includes financing start-ups, financial planning for the smaller enterprise, going public, selling out, bankruptcy, and evaluating multiple capital sources.

MBATC 660 Technology Commercialization & Implement,Implementation 2 CREDITS
This course is a capstone course for the technology commercialization curriculum, and is an opportunity to apply the foundational and formational skills built in the rest of the program. Students develop technology commercialization strategy for an emerging technology in a hands-on environment and as part of a team. The project includes the development of market and financial analysis, intellectual property, due diligence, and strategic avenues for the firm.

MBATC 668 Directed Studies 1 to 3 CREDITS
Independent research/readings in areas not fully covered by core or elective courses. This course is repeatable for credit.