This course introduces a framework for identification of high-potential, technology-intensive, commercial opportunities, gathering required resources (human and financial), and readying the innovation to commercializable product. The course is available for registration by all Rutgers University/UMDNJ undergraduate junior, senior and graduate student populations who seek to understand the innovative process and its relationship to successful entrepreneurship. A maximum of 40 students will be allowed entry to the class.

Through a collection of lectures and readings that address high-growth ventures in information technology, electronics, life sciences, biotechnology and related industries, this course places a specific focus on commercialization derived from scientific and technological research. Students are expected to form teams, apply each of the concepts learned to a “Venture Project,” and submit written responses/present to the class regarding various aspects of its commercialization. At class conclusion, presentations will be made to a team comprised of subject matter experts from all commercialization disciplines.

Course objectives:
1. Foster understanding of key technology commercialization concepts and successful entrepreneurship
2. Develop the ability to assess technologies for their commercialization potential through team-based projects based upon student-selected innovation
3. Actualize the steps that a technology goes through in the journey from the laboratory to the market
4. Explore the legal landscape for commercialization addressing intellectual property protection, licensing, etc.

The course will be co-instructed by Martin Yarmush and Susan Engelhardt, co-directors of Rutgers University’s Center for Innovative Ventures of Emerging Technologies (CIVET). With a shared focus on entrepreneurship, innovation, technological change, and industrial networking, Engelhardt and Yarmush form an accomplished team in the areas of academic commercialization and new venture management. Guest speakers will be invited to share practical perspectives regarding the commercialization process and its application within the academic and industrial settings.

The course will be held from 1:40 to 4:40 PM every Wednesday, beginning on January 18, 2012 and will take place on Rutgers University's Busch Campus, Biomedical Engineering Building, Room 116. The full course earns 3 credits and an abridged version, for graduate students only, earns 1 credit.

Course listing and registration is managed as follows:
- Undergraduate Students: 14:440:404 01, Index number 77913
- Graduate Students: Course number 16:125:629:01, Index number 70082. For 1 credit registration, contact Larry Stromberg at 732-445-4500 x6111; les42@rci.rutgers.edu