

Lecture: **Commercialization of scientific research**

(Semester II, 10h, exam)

The course covers the following topics:

1. Commercialization of systems research - a review of global experience
2. Legal conditions for technology transfer in Poland
3. Use of the innovation system
4. The results of research and development as the object of commercialization
5. Valuation results of R & D
6. Presentation of own technology offer

A short description of the course

The course aims to familiarize participants with global experience in the commercialization of scientific research and to promote open attitudes to science and business cooperation and readiness for commercialization of scientific knowledge. Classes will be conducted in a lecture and workshop. Participants will gain knowledge on ways to commercialize research, as well as the ability to develop a plan of commercialization and marketing action plan and seek support in the relevant institutions of the business environment.

The lecture is based on the following literature:

1. W. M. Grudzewski, I. K. Hejduk, „Zarządzanie technologiami. Zaawansowane technologie i wyzwania ich komercjalizacji” Wyd. Difin, 2008
2. D. Francis, „Developing Innovative Capability”, University of Brighton, Brighton 2001