

**Technology Commercialization Strategies**  
**Florida Atlantic University**  
**Barry Kaye College of Business**

**Professor Chandra S. Mishra**  
**207C DeSantis Center**  
**Phone : 561-297-0251**

## **Case Quizzes**

*Each student is expected to read the case and assigned readings, and adequately prepare the class preparation questions before coming to each class. Each student is expected to take all case quizzes and keep up with the class assignments on a weekly basis.*

## **Class Participation**

Each student is responsible for all in-class and e-mail announcements. *You must check your FAU e*

### **Americans with Disabilities Act**

In compliance with the Americans with Disabilities Act, students who require special accommodations due to a disability to properly execute coursework must register with the Office for Students with Disabilities (OSD) and follow all procedures.

## **Tentative Schedule of Sessions**

<b>Week 1</b>		Introduction and Overview
	Additional Readings:	Ch. 1, 2, 3 (Speser)
<b>Week 2 and 3</b>	Case:	Beta Golf



## Technology Commercialization Bibliography

### **Text:**

The Art & Science of Technology Transfer by Speser, John Wiley & Sons (Speser)

### **Cases:**

Beta Golf

Innovating for Cash

Cardiac Thoracic Systems

Note on Innovation Diffusion: Rogers' Five factors

Merck & Company: Evaluating a Drug Licensing Opportunity

The Role of Royalty Rates in the Licensing Process

Decision Tress for Decision Making

Elliot Lebowitz

Note on Corporate Partnership

The Life Science Revolution: A Technical Primer

### **Books**

“Technology Development and Transfer”, Quorum Books, Westport, CT, and London, UK;  
Authors: Alan S. Gutterman and Jacob N. Erlich

“Licensing-A Strategy for Profits”, KEW Licensing Press, Chapel Hill, NC; Author: Edward P. White

“A Primer on Licensing”, Kent Press, Stamford, CT; Author: Jack Revoyr

“New Venture Creation”, Irwin Publishing, Homewood, IL and Boston, MA; Authors: Jeffrey A. Timmons and Leonard E. Smollen