



COURSE SYLLABUS

Kommersialisering av produkter, tjänster och innovationer

Commerzialisisation of Products, Services and Innovations

7.5 credits (7,5 högskolepoäng)

Course code: IY2632

Main field of study: Industrial Economics and Management

Disciplinary domain: Technology

Education level: Second cycle

Specialization: AIF - Second cycle, has second cycle course/s as entry requirements

Language of instruction: English

Applies from: 2022-08-29

Approved: 2022-04-20

1. Decision

This course is established by Dean 2022-03-28. The course syllabus is approved by Head of Department of Industrial Economics 2022-04-20 and applies from 2022-08-29.

2. Entry requirements

For admission to the course, taken courses in Statistics and econometrics, 7.5 credits, Economic analysis of technology, technological change, and strategy, 7.5 credits, and Innovation and business development, 7.5 credits are required.

3. Objective and content

3.1 Objective

The purpose of the course is to develop a thorough understanding of the commercialization process, from invention to market entry including how to finance ideas and innovation. The emphasis is on developing student's ability to validate their ideas, analyze markets and competitors, as well as presenting their ideas effectively. It also enables the student to build and manage an effective team and develop business and personal networks for commercialization success.

3.2 Content

The course covers the following contents:

- The commercialization process and required steps for a successful introduction of technical innovations to the market
- Validation of ideas through customer development
- Market and competitor analyses
- Lean startup and lean product development techniques
- Team building and networking
- Business model and planning
- Fundraising and financing
- Effective presentation of business ideas
- Strategies for growth or exit

4. Learning outcomes

The following learning outcomes are examined in the course:

4.1 Knowledge and understanding

On completion of the course, the student will be able to:

- define and explain key concepts within the field of commercialization
- describe the general process of commercialization
- explain how to successfully build an effective team and develop personal and business networks for commercialization
- describe the dynamics of market potential, legal considerations, financial viability, and resource requirements for commercializing of novel products and services
- identify and consider relevant sustainability criteria and ethical considerations into the decision making during the commercialization process

4.2 Competence and skills

On completion of the course, the student will be able to:

- analyze and validate the potential of ideas and inventions for their commercialization using customer development techniques
- carry out survey studies as well as interviews to validate their ideas and develop a valued customer experience
- develop a practical business model for a new product or service and design a viable plan which incorporates market analysis, operational planning, and financial viability
- build and run an effective team and network for successful commercialization of new products and services
- create and present an attractive pitch deck to communicate with senior managers, investors, and other stakeholders

4.3 Judgement and approach

On completion of the course, the student will be able to:

- use the techniques and models learned during the course to critically evaluate the commercialization process, identify challenges and shortcomings, and propose solutions
- critically search and read the literature to frame, analyze, and customize the commercialization plan for different products and services
- assess the sustainability of commercialization projects and propose techniques and solutions to improve the sustainable development of new products and services

5. Learning activities

Teaching consists of lectures, seminars as well as case discussions. Students work in groups as well as individually. The course will be assessed on an ongoing basis.

6. Assessment and grading

Modes of examinations of the course

Code	Module	Credits	Grade
2210	Written assignment	1.5 credits	GU
2220	Oral presentation	2 credits	GU
2230	Written report	4 credits	AF

The course will be graded A Excellent, B Very good, C Good, D Satisfactory, E Sufficient, FX Fail, supplementation required, F Fail.

The information before a course occasion states the assessment criteria and make explicit in which modes of examination that the learning outcomes are assessed.

An examiner can, after consulting the Disability Advisor at BTH, decide on a customized examination form for a student with a long-term disability to be provided with an examination equivalent to one given to a student who is not disabled.

7. Course evaluation

The course evaluation should be carried out in line with BTH:s course evaluation template and process.

8. Restrictions regarding degree

The course can form part of a degree but not together with another course the content of which completely or partly corresponds with the contents of this course.

9. Course literature and other materials of instruction

Heidi M. Neck; Christopher P. Neck; Emma L. Murray, "Entrepreneurship: The Practice and Mindset (Latest Edition)", Sage Publication, Inc.

Jerry Schaufeld. "Commercializing Innovation: Turning Technology Breakthroughs into Products (Latest Edition)", Apress
Additional resources such as scientific articles, reports and web-based material of up to 500 pages.