



Approved for National Emergency Grant (NEG) funding through Workforce Solutions, Aerospace Transition Center

## Certificate in Technology Commercialization

- **Overview of Technology Commercialization**

January 11, 18, 25 & February 1, 2012

This course explores how to recognize and screen technology opportunities in diverse areas from e-commerce to information systems, telecommunications, and biotechnology, to name a few. You will learn the ins and outs of knowledge/technology transfer issues, intellectual property acquisition, creation, and development. The course will discuss how to license technology that others have patented and license your own technology to others to create multiple revenue streams. The unique business model issues related to high-technology start-ups will also be covered.

- **Marketing High-Technology Ventures**

February 15, 22, 29 & March 7, 2012

This course covers the unique marketing strategies and concepts for innovators and engineers to enable analysis of products and technologies from a marketing perspective. It helps you understand how to develop the necessary strategies to gain market acceptance of high-tech products. It covers technology product development, adoption life cycle, objectives and strategies in high-tech marketing, including the communication skills, sales processes and tactics specific to high-tech products and innovations.

- **Management and Leadership of High-Technology Ventures**

April 4, 11, 18 & 25, 2012

This course explores emerging theories and practices in developing organizational skills that forge the creative, innovative company cultures conducive to commercializing high-tech ventures. Learn how to design and deliver effective interpersonal and public messages aimed at stakeholders, staff, and potential customers. You'll gain best-practice strategies for developing customer loyalty, using personal and professional networks to build the business, and influencing human behavior in change and crisis situations. Special emphasis is given to mastery of team leadership that fosters team synergy in transforming the organization for both entrepreneurial and intrapreneurial potential.

- **Business Planning for High-Technology Ventures**

May 9, 16, 23 & 30, 2012

This course covers the unique aspects of planning, presenting and funding a high-technology venture. It integrates the issues covered in the three other courses so you can develop a comprehensive business plan that addresses the legal, intellectual, financial and business issues unique to high-tech ventures, and present that plan to potential investors, employees, alliance partners and others necessary to commercialize new technologies.

**Reserve Your Seat Today!**

Call 281.283.3133 or 281.283.3121 or online at [www.uhcl.edu/camp](http://www.uhcl.edu/camp)

# Great Reasons to Attend These Seminars:

## Your Workshop Leader, Alan D. Lish

Alan D. Lish, DBA, is a clinical assistant professor at the C. T. Bauer College of Business of the University of Houston, where he teaches entrepreneurship and technology commercialization. Prior to teaching at the University of Houston, he taught entrepreneurship in the MBA program in the School of Management at Saint Edward's University in Austin, Texas.

Professor Lish is an experienced entrepreneur who has been involved in the creation of more than a dozen companies over the years, ranging from computer software and retailing to publishing, Internet marketing and social networking. He has worked with over 200 companies nationwide in the area of marketing, innovation and entrepreneurship. In addition, he is president of iMediaCommerce, Inc., an internet marketing services firm that works with specialty retailers through specific vertical markets.

Professor Lish has a master's degree in technology commercialization from the University of Texas at Austin, and is a Doctorate of Business Administration from Nova Southeastern University in Fort Lauderdale, Florida. His areas of research are in business incubation, corporate entrepreneurship and technology commercialization.

Professor Lish is a member of the National Business Incubation Association, the American Marketing Association, and the Phi Kappa Phi Honor Society.

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## National Emergency Grant (NEG) funding through Workforce Solutions, Aerospace Transition Center

Workforce Solutions opened the Aerospace Transition Center to assist displaced workers from the aerospace industry. This certificate program offered by the University of Houston-Clear Lake has been approved for NEG funding.

Individuals wishing to apply for funding must visit the Aerospace Transition Center and complete the Workforce Solutions application. The center is at 16921 El Camino Real, Houston, Texas 77058 (located in HEB strip center, corner of El Camino Real and Bay Area Boulevard).

**Don't Delay – National Emergency Grant funding is scheduled to end June 2012!**

# Overview of Technology Commercialization

January 11, 18, 25 & February 1, 2012

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The Overview of Technology Commercialization course is designed to provide an overview of the technology commercialization process with a special emphasis on the sub-processes of technology assessment and technology/knowledge transfer. The course links the activities of research and development, product process design, technology transfer and marketing, and technology entrepreneurship and management. You will learn the ins and outs of intellectual property acquisition, creation, and protection. The course will discuss how to license technology that others have patented and license your own technology to others to create multiple revenue streams. The unique business model issues related to high-technology start-ups will also be covered.

## This Course Covers:

- How to perform a technology analysis to assess the commercial viability of an idea.
- How technology commercialization is significant to job creation and economic growth.
- The role of R&D in science and technology commercialization.
- How technology transfer models are used in the commercialization process.
- The support available for technology commercialization.
- How to do early-stage market research to assess marketability of commercialized products.
- The barriers, challenges, facilitators and metrics of effective knowledge/technology transfer (K/TT).
- Transferring knowledge/technology into existing firms.
- Management and diffusion of knowledge and technology under new structures and entities.

## Course Objectives:

- Be able to define and analyze the commercialization process as a series of activities each with its own issues.
- Be able to assess the commercialization potential of early stage technologies.
- Understand how to transfer the knowledge from the lab/research stage into commercialized products.
- Formulate, evaluate and implement knowledge/technology transfer and adoption processes.
- Document and critically evaluate national and global environments and their impact on K/TT practices.
- Understand and assess the role of K/TT structures to facilitate and accelerate K/TT.
- Understand and develop models of K/TT management and processes.

# Marketing High-Technology Ventures

February 15, 22, 29 & March 7, 2012

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This course covers marketing concepts related to the commercialization of technology. The course is designed for inventors, entrepreneurs, and/or individuals who need a basic understanding of marketing concepts and their relationship to the successful commercialization of technology-based ideas. It helps participants understand how to develop the necessary strategies to gain market acceptance of high-tech products, and covers the technology product development and adoption life cycle, objectives and strategies in high-tech marketing, including the communication skills, sales processes and tactics specific to high-tech products and innovations.

## This course covers:

- Why are marketing concepts central to science and technology commercialization?
- What are the main issues in market research?
- How are possible market segments evaluated to determine an effective target?
- How is market potential of different segments evaluated?
- How is competition for a new technology determined?
- How can segmentation, targeting, differentiation, and positioning contribute to profitability?
- What pricing methods are most effective for a new technology?
- What is the importance of strategic marketing alliances?
- What communication and promotion strategies and tactics are most appropriate for high-technology products and services?

## Course Objectives:

- Explain the place and roles of marketing in the process of commercializing new technologies and high-tech products.
- Apply the principles of persuasion to influence stakeholders and customers at all stages of the commercialization process.
- Design, and be able to defend, a marketing plan for the launch of a high-tech product that could be supported by stakeholders and customers.

Register Now! Call 281.283.3133 or 281.283.3121 or online at [www.uhcl.edu/camp](http://www.uhcl.edu/camp)

# Management and Leadership of High-Technology Ventures

April 4, 11, 18 & 25, 2012

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This course explores emerging theories and practices in developing organizational skills that forge the creative, innovative company cultures that are conducive to commercializing high-tech ventures. Participants will learn how and why company structures can impact the performance of the company and how different managerial skills can aid or hinder the development of high-technology companies. The course will also explore effective communication skills, types of leadership in entrepreneurial ventures, and human resource issues.

## This course covers:

- How to design and deliver effective interpersonal and public messages aimed at stakeholders, staff, and potential customers.
- Best-practice strategies for developing customer loyalty, using personal and professional networks to build the business.
- Influencing human behavior in change and crisis situations.
- Emerging issues in team leadership to foster team synergy.
- Transforming the organization for both entrepreneurial and intrapreneurial potential.

## Course objectives:

- Grasp the importance of communication in developing and maintaining an innovative firm.
- Identify the key factors in building customer loyalty and incorporate them into a customer service initiative for a start-up venture.
- Develop and apply advocacy knowledge and skills to forge partnerships, obtain competitive advantage, and influence others.
- Apply the principles and skills of effective leadership and team interaction to promote creative and innovative collaboration in organizations.
- Develop skills and effective strategies for change and crisis management to respond quickly and creatively to marketplace trends.
- Promote and contribute to an organizational environment where creative and innovative idea generation can flourish.

# Business Planning for High-Technology Ventures

May 9, 16, 23 & 30, 2012

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This course covers the unique aspects of planning, presenting and funding a high-technology venture. It integrates the issues covered in the three other courses so you can develop a comprehensive business plan and venture strategy that addresses the legal, intellectual, financial and business issues unique to high-tech ventures, and present that plan to potential investors, employees, alliance partners and others necessary to commercialize new technologies. Participants will accomplish the learning outcomes through the development and presentation of the main course deliverables, the business elevator pitch, business blitz and business plan.

## This course answers questions such as:

- What do entrepreneurs and managers need to know about the critical driving forces in the success of a new venture?
- How do entrepreneurs and investors create and build value for themselves and for others?
- What critical tasks need to be accomplished and what hurdles must be overcome during start-up and early growth of a new venture?
- What are the decisions that can be made to increase the reward-to-risk ratio at various stages of the venture's development and increase the odds of success?
- What are important factors that are outside the control of the founders?
- How do entrepreneurs and investors locate each other?
- What important records and controls are necessary to manage the financial, managerial and marketing resources of a new venture?
- What are strategies for expanding a new venture through alliances and partnerships?
- How do the founders exit or end a venture?

## Course objectives:

- Explain new-venture business planning as a process.
- Explain the resources and processes necessary to define, launch and grow a new venture.
- Identify the success factors that are relevant to each stage of the early growth of a new venture.
- Describe how strategic alliances can complement and enhance the internal resources of a venture.
- Evaluate and compare the various sources of start-up funding for a new venture.
- Create a plan for the launch and early growth of a new venture.
- Identify and assemble the necessary components of a plan that are needed for a brief, formal presentation to potential stakeholders.

# Certificate in Technology Commercialization

REGISTRATION FORM  
Please duplicate for group registration

## Overview of Technology Commercialization

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## Management and Leadership of High-Technology Ventures

April 4, 11, 18 & 25, 2012

## Business Planning for High-Technology Ventures

May 9, 16, 23 & 30, 2012

\$749.00 per person, per course

### Please return this form to:

Center for Advanced Management Programs  
School of Business  
University of Houston-Clear Lake  
2700 Bay Area Boulevard  
Houston, Texas 77058-1098  
Phone: 281.283.3133 or 281.283.3121  
Fax: 281.283.3123 or Email: camp@uhcl.edu

### Company Information (please print)

Approving Supervisor: \_\_\_\_\_  
Title \_\_\_\_\_  
Company \_\_\_\_\_  
Address \_\_\_\_\_  
City, State, ZIP \_\_\_\_\_  
Phone \_\_\_\_\_ FAX \_\_\_\_\_  
Email \_\_\_\_\_

Participant Information

Name \_\_\_\_\_  
Title \_\_\_\_\_  
Company \_\_\_\_\_  
Mailing Address \_\_\_\_\_  
City, State \_\_\_\_\_ ZIP \_\_\_\_\_  
Day Phone \_\_\_\_\_ FAX \_\_\_\_\_  
Eve Phone \_\_\_\_\_  
Email \_\_\_\_\_  
Customer VIP Code (from Mailing Label) \_\_\_\_\_

### Payment Information (please pay before the seminar. No third party billing.)

Confirming phone registration  
 Check enclosed payable to: University of Houston-Clear Lake  
2700 Bay Area Boulevard, MC 102  
Houston, TX 77058  
Check No. \_\_\_\_\_ Amount \$ \_\_\_\_\_

### Credit for UHCL Certificate in Technology Commercialization

Purchase Order attached # \_\_\_\_\_  
 Invoice my company. Attention: \_\_\_\_\_

Check one:  Visa  MasterCard  Discover  American Express

Card Number \_\_\_\_\_ Exp. Date \_\_\_\_\_

Name on Card \_\_\_\_\_

Signature of Cardholder: \_\_\_\_\_

## General Information and Registration Details

**Location/Time:** University of Houston-Clear Lake, 2700 Bay Area Boulevard, Bayou Building, Houston, TX 77058. Each class will be held 6:30 – 9:30 p.m., with check-in 6 – 6:30 p.m. If you have any questions, please call the CAMP registration office at 281.283.3133 or 281.283.3121.

**Register online** at [www.uhcl.edu/camp](http://www.uhcl.edu/camp); **FAX** your registration to 281.283.3123; **mail** the enclosed registration form; **email** your registration information to [camp@uhcl.edu](mailto:camp@uhcl.edu); or **phone** 281.283.3133 or 281.283.3121 for immediate confirmation of your registration. Enrollments are accepted on a first-come, first-served basis.

**Course Fee:** \$749 per person attending each 4-day course. Make check payable to University of Houston-Clear Lake. Fee includes course materials, textbooks and parking.

**Payment Policy:** Your registration is not complete unless we receive one of the following by the start of the seminar: payment in full, an approved purchase order or an approved Training Authorization (government agencies).

**Cancellations/Transfers:** If you cannot attend, you may call to substitute another person without penalty, or you may transfer your registration and attend on another date within twelve months. If you cancel with less than 24-hours notice, the fee is transferable but not refundable.

**Parking:** Visitor's Parking is the designated parking area for participants.

**Tax Deduction:** Training taken to maintain or improve professional skills is usually tax deductible. Consult with your tax advisor for applicability.

**Program Changes/Cancellations:** The university reserves the right to make changes in programs and speakers or to cancel programs if enrollment criteria are not met or when conditions prevail beyond its control. Every effort will be made to contact each enrollee if a program is canceled. If a program is not held for any reason, the university's liability is limited to the refund of the program fee.

**Special Accommodations:** Any individual who requires a special accommodation for a specific disability should contact the Center for Advanced Management Programs at 281.283.3121 at least one week prior to the seminar date.

**CEU credits** are approved for these courses.

**In-house Programs:** Call the program administrator for the Center for Advanced Management Programs at 281.283.3133 to ask about our in-house and customized programs.

**Our Guarantee:** If you are not 100% satisfied, let us know and return the course materials by the last class day and we'll refund your registration fee. We can afford to make this offer because we know this seminar is going to meet – or exceed – all of your expectations. It's part of our commitment to provide you with the highest quality of training.



University of Houston  Clear Lake

School of Business  
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Houston, TX 77058

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