In technology management spectrum, technologies are born as concepts and go through several phases to get integrated into new products, systems, and new cultures. This course will explore these different phases through case studies, readings and research papers published recently.

DELIVERABLES

ARTICLES – TEAM – 20%, Presentation Only
Each team will select a group of articles and prepare a 45 min presentation. The presentation should be an integrated one – for example: International Tech Xfer: Topics, Issues, Examples with references to articles in the footnotes of the slides.

CASE – TEAM – 20%, Presentation Only
Each team will select a case and prepare a 30 min presentation. The presentation should be a comprehensive one – for example: Case Background, Case Analysis, Recommendations, What really happened.

TEAM PROJECT – 30%, Presentation Only
Each team will select a Technology Transfer Office of a National Lab or a Government Agency. A list is provided at (http://tugrul.daim.googlepages.com/links). Your job is to prepare 3 30 minute presentations, one describing the Lab of your choice, its background, available technologies, past successful transfers, one assessing your target technology in terms of potential success, targeted applications and impacts, and the other describing a technology transfer plan describing technology and targeted application, target markets and potential, organizations involved, and method of transfer.

RESEARCH REPORT -- 20%, Individual – Report (no presentation)
Each student will pick a topic (you can browse through the journal articles in the readings) and write a paper. You need to start with a research question in each paper and try to answer it through the paper. The methods can include literature reviews, case studies, field studies (interviews-surveys), model development, applied models such as OR, SD or HDM. There will be 2 sessions in class where brief updates on papers will be presented. The final report should be in the form of a journal paper. Use the papers in the readings as your templates. It would be even better if you target a specific journal and tailor your paper accordingly.

GUEST LECTURER REPORT -- 10%, Individual – Report (no presentation)
Each student will prepare a report (2-3 pages) on what was presented by the guest speakers.
REQUIRED CLASS MATERIAL


For Teams

1. Product#: 9605949: Technology Commercialization at the Massachusetts General Hospital
2. Product#: 901M06: Meridco Magnesium: International Technology Transfer
3. Product#: 9605017: Langer Lab
5. Product#: 804144: Fuel Cells: The Hydrogen Revolution?
READINGS –

Introduction


Managing and Organizing


University


China

Applications
<table>
<thead>
<tr>
<th>Week/Day</th>
<th>Subjects to be Covered</th>
<th>Assignment Due</th>
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<tbody>
<tr>
<td>4/4</td>
<td><strong>Introduction to Technology Transfer</strong></td>
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<td>o Teams Formed</td>
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<td>4/11</td>
<td><strong>Organizational Aspects and Methods</strong></td>
<td>Articles 1-10(to be read by all)</td>
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<td>o Case 1 Team Presentation: Technology Commercialization at the Massachusetts General Hospital</td>
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<td>4/18</td>
<td><strong>Industrial Perspective</strong></td>
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<td>o Guest Lecture: Mike Konradt, Cascade Microtech</td>
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<td>o Individual Paper Progress</td>
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<tr>
<td>4/25</td>
<td></td>
<td>Article Group 1 11-18</td>
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<td>o Team Presentations: Technology Domain and Technologies Available</td>
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<td>o Article Team Presentation</td>
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<td>5/2</td>
<td><strong>International Technology Transfer</strong></td>
<td>Article Group 2 19-26</td>
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<td>o Guest Lecture: Guy Allee Tech Xfer at Intel</td>
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<td>o Case 2 Team Presentation: Meridco Magnesium</td>
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<td>o Article Team Presentation</td>
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<td>5/9</td>
<td><strong>University Technology Transfer</strong></td>
<td>Article Group 3 27-34</td>
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<td>o Guest lecture : Jisun Kim US and Canadian Trends in Univ Tech Xfer</td>
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<td>o Article Team Presentation</td>
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<td>5/16</td>
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<td>o Team Presentations: Targeted Technology – Assessment</td>
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<td>o Individual Paper Progress</td>
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<td>5/23</td>
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<td>Articles 35-39 to be read by all</td>
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<td>o Case 3 Team Presentation: The Langer Lab</td>
<td>Article Group 4 40-47</td>
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<td>o Case 4 Team Presentation: Info Vision</td>
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<td>o Article Team Presentation</td>
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<td>5/30</td>
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<td>Article Group 5 48-55</td>
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<td>o Case 5 Team Presentation: Fuel Cells</td>
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<td>o Article Team Presentation</td>
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<td>6/6</td>
<td><strong>Final Project Presentations – Transfer Plans</strong></td>
<td>Individual Reports are due</td>
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