

COMMERCIALISATION TRAINING SCHEME - LA TROBE UNIVERSITY

The Commercialisation Training Scheme (CTS) allows the University the opportunity to offer high quality research commercialisation training to PhD students.

As part of *Backing Australia's Ability – Building our Future through Science and Innovation*, the Australian Government is providing funding for research higher degree students to study one semester (full-time equivalent), to obtain a graduate certificate qualification in fields such as commercialisation of research and / or management of intellectual property. Each CTS place will provide the normal tuition fees for the certificate and a living allowance.

1. Student Eligibility

To be eligible to receive one of La Trobe University's CTS places, a student must:

- (a) be an Australian citizen, a New Zealand citizen or an Australian permanent resident; and
- (b) be enrolled in a research doctoral degree at La Trobe University;
- (c) have completed one year of full-time (or equivalent part-time) study towards the degree and have demonstrated satisfactory academic progress;
- (d) not have previously completed CTS training.

2. Conditions of CTS Training

- (a) Each CTS place will cover the normal tuition fees for the four units of study in the certificate.
- (b) CTS students will receive a living allowance of the equivalent of six months of the current APA stipend rate (*pro rata*). No other benefits will be payable.
- (c) Continuation of CTS support is subject to the student achieving satisfactory completion of the unit/s of study in the certificate.
- (d) The provision of tuition fees and living allowance under CTS will be suspended if a student fails to complete a unit (or units) of study in the certificate. Students will need to pay the tuition fees to repeat the unit/s of study as required and will not receive the living allowance for enrolling in repeat unit/s of study.
- (e) Students who fail to complete CTS training within 24 months from the date of commencement are ineligible to receive further support under CTS.

3. CTS Selection

- (a) The University must preferentially select students it considers will have the best prospects of pursuing a career that will utilise the skills, knowledge and experience gained during CTS training.
- (b) the University must be satisfied that CTS training would neither unduly hinder a student's progress nor compromise the quality of the outputs of the research degree.

Applicants must address point 3 (a) in writing of up to one A4 page detailing the benefits they would receive by undertaking the certificate course.

Applicants must request from their principal supervisor a signed supporting statement in relation to point 3 (a) and (b) and attach a copy of the last academic progress report.

4. Details of the CTS Training

Successful applicants will undertake the **Graduate Certificate of Entrepreneurship and Innovation** offered by Swinburne University. A brief overview of the course is given below.

Graduate Certificate of Entrepreneurship and Innovation

The preferred mode of study is for the Graduate Certificate to be undertaken on a part time basis over 2 semesters, concurrent with the candidate's HDR studies. The subjects are available in block mode which is likely to be the most effective format for CTS students.

NOTE: *Students in receipt of an APA or LTUPS stipend, who are awarded a CTS place and enrol in the Graduate Certificate of Entrepreneurship and Innovation on a part time basis, i.e., enrol for 2 subjects/semester for 2 semesters, will also move to P/T basis for their doctoral studies when they study concurrently for both qualifications.*

A significant proportion of the coursework involves group participation. Where possible, CTS students will be encouraged to join multi-functional groups to broaden the experiential aspects of the program.

The content of this Graduate Certificate (outlined below) is well aligned with the CTS requirements. Swinburne Knowledge, Swinburne's commercialisation unit, will work with staff from the Australian Graduate School of Entrepreneurship delivering the program to augment the technology commercialisation and intellectual property management aspects. Where required, this may extend to mentoring student groups, in particular in the Opportunity Evaluation subject. CTS students will be encouraged to consider aspects of their own research in this course.

Students selected by their institution to study the Swinburne Graduate Certificate in Entrepreneurship & Innovation under the CTS will be Higher Degree by Research candidates and thus normally meet the entry requirements for the course.

Students from all disciplines should consider the relevance of this program to assist their research activities and future careers.

Graduate Certificate of Entrepreneurship and Innovation – Subject Outlines

HEI611 New Venture Leadership

This unit is the first in the stream of subjects in the MEI that focus on organisation and leadership and in particular the people dimension of organisations. The aim is to provide a foundation for understanding organisation dynamics, as businesses/enterprises are established and develop. This understanding is necessary to avoid over-emphasising some areas of business/enterprise development while ignoring others.

HEI691 Opportunity Evaluation

Upon completion of this course students will have obtained the tools and mindset to:

- Define the differences between an idea and an opportunity.
- Explain the different criteria surrounding new business ventures and innovation strategies.
- Analyse the risk attached to grasping opportunities.
- Utilise criteria to successfully screen opportunities.
- Identify how to find information that can be used in screening opportunities.
- Recognise personal criteria that can be used in evaluating new ventures & innovation strategies.
- Conduct their own evaluation process on potential opportunities.
- Confidently evaluate other proposed new ventures or innovation strategies presented to them.

HEI631 New Venture Marketing

This unit of study provides an introduction to marketing concepts and principles but takes a 'guerilla', 'small business' and 'start-up' perspective. This means resources are tight and networks are important.

HEI621 New Venture Financial Management

There are two parts of a business, the operational part and the financial part. The operational part concerns itself with creating and delivering value to customers, whereas the financial part concerns itself with the flow of money through the business. The operational part of the business requires a range of resources (people, inventory, and working capital, tangible and intangible assets); these resources are funded by the financial part of the business. In some ways the financial part of the business is the most important resource a business needs. Money is the resource we use to acquire all the other resources we need to operate the business. Often however the financial part of the business is the least understood.

The way we operate the business directly impacts the finances and in turn impacts the resources the business has at its disposal. The interplay between operations and finances is often not well understood by the operators of emerging and high growth businesses. The short, medium and long term consequences of decisions and actions are often not fully understood and ramifications may be fatal to the company's aspirations.

This subject aims to teach students the rules of the money game and how the operations of a business will impact the financial position of the business. The requirements of working capital and fixed capital will be explored along with how growth impacts finances, how to read and interpret financial data, how to use financial data to make decisions, how to use financial data to predict future financial position and capital needs

The **Graduate Certificate of Entrepreneurship and Innovation** is available in Semester 2, 2009.

**La Trobe University
Higher Degrees Committee (Research)
Application Form for a Commercialisation Training Scheme place – 2009**

Personal Details

Family Name	Other names	Title	Student No
Degree in which you are currently enrolled:		Scholarship held:	
Are you an Australian citizen, a New Zealand citizen or an Australian Permanent Resident? Yes/ No		International students are not eligible to receive a CTS place	
Home address		Contact numbers Email address	

Selection Criteria

(a) The University must preferentially select students it considers will have the best prospects of pursuing a career that will utilise the skills, knowledge and experience gained during CTS training.

(b) the University must be satisfied that CTS training would neither unduly hinder a student's progress nor compromise the quality of the outputs of the research degree.

Applicants must address point (a) in writing of up to one A4 page detailing the benefits they would receive by undertaking the certificate course.

Applicants must request from their principal supervisor a signed supporting statement in relation to point (a) and (b) and attach a copy of the last academic progress report.

Signature

I am aware that giving false or misleading information is a serious offence under the *Criminal Code (Commonwealth)*

Signature of Applicant:.....

Date:

Applications (one hard copy and one sent electronically) should be sent to the Research and Graduate Studies Office – marked attention Colleen Cocks – no later than 11th June 2009.