



Master of Business (Commercialising Science and Technology)

Welcome to the Master of Business (Commercialising Science and Technology)

Ever thought about a career pathway involving the development of wealth-creating opportunities in the business of science or technology? As a recent graduate from within these fields, you can make this connection with a unique and tailored Master of Business.

The Monash Master of Business (Commercialising Science and Technology) is offered by the Monash Graduate School of Business in collaboration with the Monash Asia Pacific Centre for Science and Wealth Creation*. You will graduate with a Masters degree from an internationally recognised business school and establish an association with a unique Centre devoted to all facets of creating wealth from science.

The key element of the Master of Business (MBus) program that differentiates it from other programs is its specific intent to assist students in commercialising leading edge medical, scientific and technology research projects. Building on your existing knowledge, the program will expose you to the pathways available to translate scientific and technical research into economic wealth. It will teach you the fundamental business, economics, legal and management skills required to contribute to this process.

During your studies you will be learning from and collaborating with participants from industry and commerce involved in the commercialisation of science and technology.

You will also have the opportunity to develop a commercialisation plan with a team of Monash researchers. This experience may involve you interacting with venture capitalists, patent attorneys, lawyers and executives of commercial organisations, all under the guidance of an industry experienced supervisor. The program staff will assist you in developing commercialisation skills in demand by potential employers.



The MBus (Commercialisation of Science and Technology) will provide you with the knowledge and impetus to take your career in many directions, including:

- Entrepreneur in a science-based start-up company
- Management in science-based companies
- Science policy development
- Advisor on scientific projects within the banking, finance, and investment community
- Project management and consulting
- Research and development management/administration
- Scientific research (with the advantage of understanding its role in the economy).

Max Coulthard
Academic Program Director

An innovative approach to postgraduate business education

Aligning with emerging trends in postgraduate education in North America and Europe, this innovative masters degree is designed to cater for groups of students whose educational needs fall outside the normal parameters of coursework masters degrees.

The program has the specific focus to assist students in the development of skills to commercialise scientific and technical discoveries.

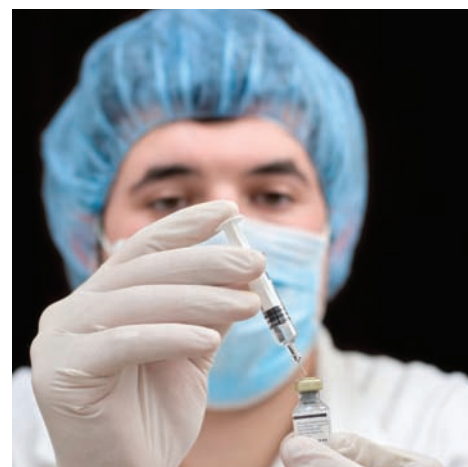
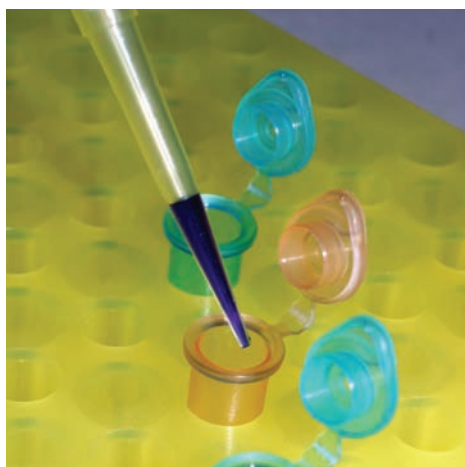
Features of the Master of Business

- The program aims to provide science and technology students with essential business skills in order to further their careers.
- The program is customised to suit science and technology students.
- The program will be delivered intensively using a range of methods including block mode teaching, seminars, practical work.
- The program is designed to be completed in one calendar year, commencing in March.



* Subject to university approval.

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The power of experience

Along with high grades, there is nothing like practical experience on your résumé to impress a potential employer. The MBus program will provide you with such experience through the commercialisation project. You will be assigned to one of Monash's scientific research teams and acquire and apply skills to identify a path for the commercialisation of their research discoveries.

Depending on the state and nature of the research with which you will be involved, your project could lead to:

- proposing new directions for the research to maximise the chances of commercial success;
- developing a plan and supporting documentation to raise funds for the commercialisation of the research output;
- developing an intellectual property strategy for the research;
- launching a company to commercialise the research;
- developing a strategy and being involved in negotiations to license the research results.

The requirements of this course mean you can gain exposure to such people as patent attorneys, lawyers, consultants, venture capitalists and industrialists. This means you have the opportunity to build your network of contacts and potentially explore career path options during your program.

Program design

Overall the program comprises six 6-point units from the Monash Graduate School of Business, two 6-point units from Law and two 12-point units from Medicine, Nursing and Health Sciences developed especially for this course by the Asia Pacific Centre for Science and Wealth Creation.

The six business units are crucial to your understanding of commercial realities. You will learn about marketing strategy and practice, financial and management accounting issues, the core legal principles underpinning the business environment, the techniques applied in microeconomics, and the requirements to

develop entrepreneurial business plans. You will also identify how management issues and organisational behaviour can impact on business success.

Such knowledge, consolidated within the framework provided by the 'Pathways from science to wealth' unit, will provide a platform for the commercialisation project. Along with the accounting, economics, management and marketing tools, you will also be exposed to specialised areas of commercial law, such as the Australian and international patent system, as well as an overview of all aspects of intellectual and industrial property.

Course structure

The course comprises eight 6-point units and two 12-point units.

Unit	Credit points	Unit	Credit points
MKX9160 Foundations of marketing	6	LAW7223 Overview of intellectual property	6
MBA9003 Economics for managers	6	LAW7119 Patents, trade secrets and allied rights	6
MBA9002 The legal environment of business	6	BMS5011 Pathways from science to wealth	12
MKX5123 Marketing innovation planning	6		
MGX9600 Managing people and organisations	6	BMS5020 Commercialisation project	12
MBA9004 Accounting for business	6		



Monash University

Since its first intake of students in 1961, Monash University has forged an identity as Australia's truly international university. With six campuses in Australia, campuses in Malaysia and South Africa, centres in the United Kingdom and Italy and links with more than 100 institutions worldwide, a Monash education qualifies all our students for success in the global community. The Faculties involved in teaching this course have major international education and research linkages. Students undertaking the MBus degree will thus be exposed to international linkages and opportunities during the course.

Monash is the largest university in Australia, with more than 50,000 students from 100 countries, speaking 90 different languages. This makes for a vibrant, multicultural atmosphere that creates a unique and enriching educational experience.

Monash is a member of the Group of Eight – Australia's leading universities, recognised for their excellence in research, scholarship and teaching. Together, this group undertakes 70 per cent of all research conducted in Australian universities.

The history of Monash University has been one of innovation to meet the demands of an ever-changing world and our motto *Ancora Imparo* ('I am still learning') has never been more relevant.



Monash University Graduate School of Business

The Monash Graduate School of Business delivers graduate business education to over 4000 students, with a further 300 students undertaking higher degrees by research. The scale and diversity of the activities of the Monash Graduate School of Business enable us to offer students an unparalleled range of study choices and the flexibility of a variety of teaching modes in different locations.

Your participation in the MBus (Commercialisation of Science and Technology) will provide an outstanding opportunity to learn business principles at the postgraduate level from the expert staff of the Monash Graduate School of Business. Our regional and global knowledge and expertise will provide you with a unique career gateway.

The Faculty of Business and Economics (of which the Monash Graduate School of Business is a part) has been awarded international business school accreditation by the Brussels-based European Quality Improvement System, better known as EQUIS. The accreditation establishes Monash's Faculty of Business and Economics as one of the world's leading higher education institutions in management and business administration.



Monash Asia Pacific Centre for Science and Wealth Creation

Recognising that science is a primary driver of social and economic development, the vision of the Centre is to be a world leader in education, research and practice related to the creation of wealth from the application of science.

The Centre is a unique cross-faculty joint venture conducting research and education in all facets of the creation of wealth from science. The Centre maintains close links with the finance sector and industry. The Director of the Centre, Professor Nick Birrell, is actively involved in the venture capital industry, bringing a strong practical orientation to the multi-disciplinary research objectives of the Centre.

The Centre is housed in the Monash Science Technology Research and Innovation Precinct (STRIP) amongst vibrant research and commercialisation activities.

Entry requirements

Applicants need to have completed a science or technology based bachelors degree from a recognised tertiary institution. The selection procedure may include an interview to assess suitability for the course.

Applications

Application forms are downloadable from: www.gsb.monash.edu.au/apply/

Applications close on the last Friday in November each year for commencement in the following March.

Further information

Monash University
Graduate School of Business
PO Box 197
Caulfield East, Victoria 3145
Telephone: 1300 784 990
Email: gsb@buseco.monash.edu.au
www.gsb.monash.edu.au



Caution: While the information provided in this flyer was correct at the time of its publication, Monash University reserves the right to alter this information should the need arise. You should always check with the relevant faculty officers when considering a course.