a four course knowledge track

research commercialisation

digital short courses for academic and researchers
Knowledge E’s digital Research Commercialisation knowledge track supports academics and researchers by demystifying the research commercialisation process and supporting learners as they take meaningful steps toward becoming entrepreneurial academics.

The courses are led by an expert instructor and filled with compelling case studies, interactive exercises, and opportunities for reflection. The courses guide learners through carefully designed, step-by-step processes which alleviate the stress of embarking on a journey toward entrepreneurship.

The knowledge track is organised into one high-level introductory course which provides a comprehensive overview of research commercialisation and three in-depth courses that build upon each other. These three courses guide researchers through the research commercialisation process from the identification of their intellectual property to an exploration of strategies needed to close deals. All the courses are simple, direct, and immediately applicable.

**COURSE DESIGN**

**Audience**
Supports university professionals, including faculty and staff, who are interested in commercialising their research

**Pedagogy**
Combines short, self-paced design with expert delivery of instruction and practical, engaging learning activities

**Subjects**
Focuses on integral strategies for academics and researchers to begin or continue commercialising their research
COURSE FEATURES

Outcome-based  Instructor-led videos  Authentic case studies  Interactive content

Guided exercises  Knowledge checks  Reflection opportunities  Action plans

COURSE EXPERT

The courses in this knowledge track are presented by a leading industry expert. He brings an invaluable wealth of knowledge to his courses, compounded by decades of consultancy experience in academic strategy, marketing, and programme design.
COURSE OVERVIEW

Our outcome-oriented approach emboldens faculty and staff to navigate the world of entrepreneurship and intellectual property from a research perspective.

COURSE 1:
Becoming an Entrepreneurial Academic

1. Exploiting IP: The Commercialisation Continuum

Now that you have created a list to identify what intellectual property you have available, you can create an IP audit. Take a look at the ways you can exploit your IP:

Consultancy  
Licence  
Spin-Out

Training  
Research  
Partnership

High Risk  
Low Risk

3. Why Do People Buy?

Welcome to Module 3: How do I develop and pitch a proposal to a client? Take a look at the video below to get started.

Module 1:
What intellectual property do I have and how can I commercialise it?

Module 2:
How do I identify and approach potential clients?

Module 3:
How do I develop and pitch a proposal to a client?

This course provides an introductory look into the processes that will help researchers and academics commercialise their intellectual property.
COURSE 2:
Identifying Potential Clients and Understanding Their Needs

Module 1:
Managing Intellectual Property

Module 2:
Your Competitive Position

Module 3:
Decoding Client Needs and Developing Solutions

This course invites researchers to look deeper into the ways their competitive positions as entrepreneurial academics can support potential clients.

Consider the research outputs that you may own.

Take a look at the list. Do any of these fit your intellectual property? Click on each output in the list to explore.

If you have not done so already, take a moment to create a list of scholarly outputs you can exploit.

<table>
<thead>
<tr>
<th>Feature</th>
<th>Benefit</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full award or stand-alone modules tailored to your learning needs</td>
<td>Knowledge &amp; skills that are directly applicable in your organisation</td>
</tr>
<tr>
<td>Applied nature of assessment</td>
<td>Solve business problems whilst assessing learning</td>
</tr>
<tr>
<td>Blended approach to teaching (i.e. cases, lectures, discussion, projects, videos)</td>
<td>Works with many different learning styles amongst your colleagues</td>
</tr>
<tr>
<td>Teaching staff are current practitioners and research active</td>
<td>You will be learning the most up-to-date practice</td>
</tr>
</tbody>
</table>
This course explores ways to meet customers’ needs, proactive approaches to funding, risk management, and project proposals.
Module 1:
Planning for Implementation

Module 2:
Getting Ready to Negotiate

Module 3:
Securing a Deal

This course supports researchers and academics as they design a project workload, create a compelling pitch, and prepare to negotiate.

COURSE 4:
Presenting a Compelling Proposal and Securing the Deal

1. RACI: Organising a Training Course

   How do you use the RACI chart to support your project?

   The video below uses an example training course as an example of the ways the RACI chart can be used to help manage the project.

<table>
<thead>
<tr>
<th>Task</th>
<th>Client</th>
<th>Academic Team</th>
<th>Trainer</th>
<th>Institution Services*</th>
<th>Delegates</th>
</tr>
</thead>
<tbody>
<tr>
<td>Learning outcomes</td>
<td>R/C</td>
<td>A/R</td>
<td>C/I</td>
<td>I</td>
<td>I</td>
</tr>
<tr>
<td>Trainer and content</td>
<td>A/R</td>
<td></td>
<td>C</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Venue and date</td>
<td>C/I</td>
<td>A</td>
<td>C/I</td>
<td>R</td>
<td>I</td>
</tr>
<tr>
<td>Quote and purchase order</td>
<td>A/R</td>
<td>R</td>
<td></td>
<td>C/I</td>
<td></td>
</tr>
<tr>
<td>Recruitment</td>
<td>A/R</td>
<td></td>
<td>I</td>
<td>I</td>
<td>C</td>
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<tr>
<td>Evaluation</td>
<td>A</td>
<td>R</td>
<td>R</td>
<td>I</td>
<td>C</td>
</tr>
<tr>
<td>Invoicing and payment</td>
<td>R</td>
<td>A/R</td>
<td>I</td>
<td>C/I</td>
<td></td>
</tr>
<tr>
<td>TOTAL WORKLOAD</td>
<td>R=4/A=4</td>
<td>R=5/A=4</td>
<td>R=1/A=0</td>
<td>R=1/A=0</td>
<td>R=0/A=0</td>
</tr>
</tbody>
</table>

*Includes: Room, Catering, ICT, Finance, Security, Personnel

2. Constructing a Negotiable Deal: Cucumber Pricing

   How do you negotiate the price for a package of work? This video explores the ‘Cucumber Pricing’ method.
CONTACT US TODAY TO GET STARTED!

✉️ digitaltraining@knowledgee.com

📞 +971 4 422 7043

🌐 www.knowledgee.com