

**MCEL60091/2 Innovation and Commercialisation of Research**

**Application for a Place on the 2024/25 Programme**

The programme is for PhD research students in their 3rd or 4th year – it addresses the research commercialisation process and the value of innovation for all organisations through a series of lectures and individual tutorials. Topics covered include:

* Innovation and entrepreneurship – idea generation; concept selection and developing the commercial case
* IP/patents – impact of commercialisation of research
* Commercialisation - market research, the external environment, customers and competitors
* Understanding commercial and technical viability
* Evaluating and selecting commercial opportunities – preparing a pitch

You will develop a commercialisation idea based on your own area of research and prepare a 5-minute pitch and a business proposal canvas that outlines the opportunity. There are follow-on sessions to support you if you would like to take the idea forward.

This experience will enrich your career prospects in both academia and industry as employers now expect research students to be able to address the impact of their research and to have an appreciation of the importance of managing the innovation process.

**Places are limited - to apply for a place on the programme in 2024/25 please complete the table below and return it to** **entrepreneurship@manchester.ac.uk****:**

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| **Name** |  |
| **Student Registration Number** |  |
| **Year of Registration** |  |
| **School/Department** |  |
| **Supervisor** |  |
| ***Please indicate your preferred programme:*** |
| **Semester 1 – 25 September 2024; delivered weekly (Wednesday 11:00 - 13:00) over 10 weeks** |  |
| **Semester 2 – 29 January 2025; delivered weekly (Wednesday 11:00 - 13:00) over 10** **weeks** |  |