

MEDIA RELEASE

NEWS FROM THE UNIVERSITY OF TASMANIA

DATE: THURSDAY, 28 OCTOBER 2010

ATTENTION: Chiefs of Staff, News Directors



Learning how to achieve commercial success - Launceston

A new postgraduate unit to give students the confidence to develop and pursue commercial opportunities in the business sector will be offered at the UTAS Launceston campus.

The unit, *Introduction to Commercialisation*, will give students an understanding of business process – from generating an idea through to watching it come to fruition.

The Australian Innovation Research Centre (AIRC), within the Faculty of Business, will deliver the unit from 23 to 26 November in Launceston as part of Spring School 2010.

Students will examine all stages of developing a commercial idea, including intellectual property, product design, market research, marketing strategies and finance.

Dr Polly McGee from the AIRC believes the unit is a must for students who want to develop and pursue commercial opportunities such as a new product, process or service.

“This unit has been designed to equip students with the knowledge and skills that are critical to achieving commercial success in the business world,” Dr McGee said.

“The unit is designed to be practical, interactive, fun and collaborative, giving participants all the tools they need to succeed.”

The introduction of the unit has been welcomed by the business community.

Launceston Chamber of Commerce Executive Officer, Louise Clark, said it was a positive step that would benefit the small to medium sized business sector.

“The Chamber appreciates the University responding to the views of our members and the business community on the types of courses and mode of delivery required for professional development within the small to medium sized enterprise sector of Launceston,” Ms Clark said.

“We are looking forward to the development of further opportunities for business like this into the future.”

Introduction to Commercialisation can be taken as an elective as part of a Master of Business or Master of Business Administration. Students studying a related degree are encouraged to apply but should consult with a relevant Faculty Officer beforehand. Members of the public wishing to take this unit as a part of their professional development or for interest can do so and need to contact the Faculty of Business directly on 1800 030 955 or enquiries@business.utas.edu.au

For further information on the content of *Introduction to Commercialisation*, contact Polly McGee on 0488 301 143 or visit the Faculty of Business website www.utas.edu.au/business

About the Australian Innovation Research Centre:

The Australian Innovation Research Centre researches key issues in innovation performance and economic development. It offers policy advice to governments and also runs an entrepreneurship program.

Information Released by:

Media Office, University of Tasmania

Phone: 03 6226 7489

Email: Media.Office@utas.edu.au