

GRAD 570: Translating Research to Innovation Spring Term 2019, Thursdays 3-4:50 pm

Do you want to maximize the impact of your research?

Do you want to gain valuable workplace skills to become a T-shaped professional?

GRAD 570 is a graduate level, 2-credit course available to **all STEM (Science, Technology, Engineering and Math) graduate students at OSU**. This course harnesses the pioneering program *Lens of the Market®* developed by ecosVC Founder and OSU Professor of Practice Dr. Judith Giordan and uses the student's own graduate research as the basis for assignments throughout the term. The outcomes from this course will act as a basis to inform the student's individual career choices and serve as an opportunity for gaining skills in team interaction and complex problem solving.

Specific instructional outcomes include:

- Development of a defined preliminary set of innovations and markets into which the student's own research can be applied.
- Identification of a testable preliminary value proposition and value chains for selected defined applications of their research aligned with selected end-use markets.
- Generation of a list of direct and indirect competitors in those end-use markets.
- Creation an outline of resources required for successful research to innovation translation upon which a go-forward plan can be based.
- Understanding of the foundational aspects of the vocabulary of the market and an integrated overview of how his/her research weaves with market intelligence to become potential innovations.

GRAD 570: Key Course Information and Format

Contact for Questions: Rich Carter, rich.carter@oregonstate.edu (Email), 541-737-9486 (Tel)

CRN #: 59580

Credits: 2

Term Offered: Spring 2019 (April 1 – June 7, 2019)

Instructors: Rich G. Carter, Douglas A. Keszler, James Abbott

Class Meeting time: Thursdays 3-4:50 pm

Format: Highly interactive “flipped” classroom format that uses the student's own research for the basis of the course. Both teams of students working on a related project and students working individually are welcome. Students will be graded individually in both cases.

Enrollment Cap: 24

For additional information on Lens of the Market®: <http://www.ecosvc.com>