

# Innovation & Technology Commercialization Professional Course

The Innovation & Technology Commercialization Professional (ITCP) Course was created by Georgia Tech's Enterprise Innovation Institute, the nation's largest and most comprehensive university-based program of technology commercialization and economic development. Designed for early-career professionals, this self-paced course teaches fundamental technology transfer and commercialization best practices with a unique perspective on developing and strengthening innovation ecosystems worldwide. These lessons are universally applicable and can set professionals up for success anywhere in the world. Professionals enrolled in this course can expect to learn the following and more:

- Technology Transfer and Technology Commercialization Principles
- How to Stimulate Research, Talent, and Innovation in an Ecosystem
- How to Incorporate Intellectual Property Protection in Commercialization Strategies
- How to Foster Cross-border Collaborations to Move Innovation into Global Markets
- How to Use Evidence-Based Entrepreneurship to Increase Commercialization Success
- How to Evaluate Technology Readiness for Different Commercialization Pathways
- How to Energize Technology Transfer Practices with Industry, Academia, Government, and Startup Collaborations

## Current Success

The pilot program for this course launched in Spring 2021 in China through a partnership with the China-based International Technology Transfer Network (ITTN). Over the course of four cohorts, 785 learners earned a Georgia Tech certificate of completion for the program. The majority of learners stated that they would be "very likely" or "extremely likely" to recommend the course to a friend or colleague.

35 LECTURE  
VIDEOS

8 EXPERT  
INSTRUCTORS

MULTIPLE  
INTERACTIVE  
SESSIONS

SELF-PACED  
LEARNING

JOIN  
US!

84% "VERY" or  
"EXTREMELY LIKELY"  
TO RECOMMEND THE  
COURSE

Learn more by visiting us at  
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