

Making Peoples' Lives Better: Product Commercialization

This is a short module to introduce students to the concept of product commercialization and connect it with EML. The following is offered as a guide to help with facilitating discussion. The discussion can take place in any classroom or small group setting. It is targeted to new students (such as incoming freshmen) who might not have considered getting involved in research. It is also targeted to juniors and seniors who might be involved in research but have not thought about the next step for research, product commercialization. It could be part of an introduction to engineering course, a new student orientation, or possibly with a student group professional society such as an ASME Student Section. It also could be incorporated into a Senior Capstone Design Course.

To set up the video, begin by asking the students to come up with a definition of commercialization. This could be done in a think, pair, share session or as a general group discussion. If a think, pair, share technique is used, bring the class together and talk for a few minutes about the definitions. Then play the video. It is only 2 minutes and 19 seconds long.

After the video, ask if the group if they want to change their definition of commercialization. Have them comment on the role of EML in commercialization:

Curiosity – identify the need/market for the research application

Connecting Information – doing research on patents/current applications for the research

Creating Value – applying knowledge to create value, possibly with commercialization

Ask the following questions to determine the interest/understanding by the students:

1. What does commercialization mean?
2. Why do we need to commercialize research?
3. What is involved with commercialization?
4. What is the connection of engineering students to commercialization?
5. What is the benefit of engineering students being involved with commercialization?

Look for ways on campus to help students become involved with commercialization possibly through connections with the business school.