

University-Industry Partnerships 201: Diving Deeper

Course Syllabus

Who should attend?

The CSU research community (including faculty, staff, clinicians, creative artists, post docs, grad students, etc.) who is looking to diversify funding and especially those who want to engage more successfully with Industry.

Purpose

Enable the research community to engage with Industry resulting in funding for research and a sustained relationship. Industry has always played a crucial role in innovation as they take research and development advancements, often born at universities, and bring them to everyday life. As government funding priorities shift, bolstering CSU's University-Industry (U-I) partnerships is one avenue to create a resilient research enterprise.

Learning Outcomes

Participants will leave feeling equipped with knowledge to enable U-I Partnership to fund research and sustain a relationship. Specifically, participants will learn:

- Benefits and Challenges of Working Across Sectors
- Industry Problem Finding
- Government Increased Interest in U-I Collaborations
- Basic Budgeting Strategies for Industry Agreements
- Pitch Perfect: Presenting to Industry Research Sponsors
- Establishing Contracts with Industry and Academia
- Problem to Science Formulation
- Views from Academic and Corporate Leadership on U-I Partnerships
- Opportunities and Challenges of Engaging Students in Industry Sponsored Research
- Managing Expectations and Creating Long-Term Relationships
- Contracting and Compliance
- Managing Intellectual Property Issues
- Practical Considerations for Working with Large and Small Companies

Learning Pathways

U-I Partnerships 101: General Introduction

U-I Partnerships 201: Diving Deeper

U-I Partnerships 301: Networking In-Practice

Grade

None. You get as much as you put into learning the material.

What You Will Need

A CSU NetID email. You may need to create a new account:

https://my.uidp.org/general/pick_username.asp. Use your CSU NetID/ename email to create the account.

Format

Start	End	Topic
12:00	12:05	Housekeeping
12:05	1:00	UIDP Video
1:00	1:30	CSU Context and Nuance Discussion with speaker slides (when appropriate)

Schedule

Date	Source Content	Topic*
26-Aug		Benefits and Challenges of Working Across Sectors
	Reading	UIDP Guidebook: Chapter 2
	Video	UIDP Panel: Benefits and Challenges of Working Across Sectors
2-Sep		Industry Problem Finding
	Reading	None.
	Video	None.
9-Sep		Government Increased Interest in U-I Collaborations
	Reading	UIDP: Government Funding for U-I Collaborations Guide
	Video	UIDP Panel: Government Increased Interest in U-I Collaborations
16-Sep		Basic Budgeting Strategies for Industry Agreements
	Reading	UIDP Contract Accord 12: Budgeting
		UIDP Guidebook: Chapter 5
		CSU OSP: Industry Sponsored Agreements FAQs
	Video	UIDP Facilitated Discussion: Basic Budgeting Strategies for Industry Agreements

23-Sep		[Postponed – Stay Tuned] Pitch Perfect: Presenting to Industry Research Sponsors
	Video	Five Ways to Nail Industry Presentations
30-Sep		Establishing Contacts with Industry and Academia
	Reading	UIDP Guidebook: Chapter 3
	Video	UIDP Panel: Establishing Contacts with Industry and Academia
7-Oct		[Postponed – Stay Tuned] Problem to Science Formulation
	Reading	UIDP Guidebook: Chapter 4
	Video	None.
14-Oct		Views from Academic and Corporate Leadership on U-I Partnerships
	Reading	None.
	Video	UIDP Panel: Views from Academic and Corporate Leadership on U-I Partnerships
21-Oct		Opportunities and Challenges of Engaging Students in Industry Sponsored Research
	Reading	UIDP: Students and Contracting Issues - A quick reference guide
	Video	UIDP Panel: Opportunities and Challenges of Engaging Students in Industry Sponsored Research
28-Oct		Managing Expectations and Creating Long-Term Relationships
	Reading	UIDP Guidebook: Chapter 1
		UIDP Guidebook: Chapter 10
Video	UIDP Panel: Managing Expectations and Creating Long-Term Relationships	
4-Nov		Managing Intellectual Property Issues
	Reading	UIDP Guidebook: Chapter 9
		UIDP Intellectual Property Quick Guide
Video	UIDP Panel: Managing Intellectual Property Issues	
11-Nov		Contracting and Compliance
	Reading	UIDP Guidebook: Chapter 6
		UIDP Guidebook: Chapter 7
		UIDP Guidebook: Chapter 8
Video	UIDP: Contracting and Compliance	
18-Nov		[Postponed – Stay Tuned] Practical Considerations for Working with Large and Small Companies
	Reading	None.
	Video	None.