

FINA 7A97 Innovation and Commercialization

Tuesday 6:00-9:00 p.m.

Fall 2023

Face-to-Face and Online

About the Professor:

Burhan Koc is an adjunct professor in the Bauer College with experience in teaching courses in Innovation and Commercialization.

Burhan has been working in Energy industry since 2001. In his current capacity within ENGIE North America, Burhan has been heading up Renewables and Energy Sustainability Solutions business focusing on business development, solution innovation and commercialization functions for Commercial & Industrial clients. Burhan has also worked at Phillips 66 as Director of Business Development spearheading Oil & Gas projects in the US. Prior to joining to Phillips 66, Burhan worked as the Director of Trading, Supply and Portfolio Management at GDF Suez managing Power, Natural Gas and Renewables portfolios in the U.S. Prior to joining to GDF Suez, Burhan had other roles including Project Management, Procurement and Engineering.

Burhan received his Bachelors in Electrical Engineering from Cukurova University in Turkey and MBA from the Bauer College.

I. High Level Course Outline

- A. A macro level, textbook style introduction to the concepts of innovation and commercialization
- B. We will then pick an industry and study actual case studies to illustrate the role of innovation in business decisions as well as the significance of subsequent commercialization efforts.
 - o Likely, we will pick Energy industry --- one case study on the Oil & Gas side and 3 case studies in Renewable Electricity, Sustainability and New Emerging Technologies space
 - o We will also complement our learnings from these case studies with inviting executive level subject matter experts from the Energy industry into the class as guest speakers
- C. Team projects: Establish project teams, assign the deliverables, develop and present the results

Class motto: Innovation without commercialization is nothing but another cool idea that is destined to be forgotten over time!!

II. Course Description and Objectives

The energy industry is diverse, complex, changing and growing. It also has a significant impact on many segments of the world economy and politics. Anyone working in the Energy Industry or interacting with it would significantly benefit from understanding how this industry has evolved through innovation and the subsequent commercialization efforts to meet the world's energy needs. The purpose of the course is to provide students a solid understanding of various aspects of innovation as well as the commercialization that is necessary to bring those innovative ideas to life. We will study "real life industry cases" as well as bring in "executive level guest speakers" where appropriate into the class in addition to the Professor's 20+ years of experience.

III. Course Materials:

- I. Textbook - TBD
- II. Harvard Business Cases / Reading assignment (articles, whitepapers, research study)
- III. Executive level guest speakers from Energy industry
- IV. Team projects

IV. Grading

Grading will be premising various factors including class preparation and participation, Case Study assignments as well as the delivery and presentation of team projects. No exams.

V. Team Project Paper

Project teams will be assigned and term paper topics will be established in the 1st class.