TECHNOLOGY LAW AND ENTREPRENEURSHIP, CAS

Program Description

The Certificate of Advanced Study in Technology Law & Entrepreneurship (CASTLE) is offered collaboratively by Syracuse University's Martin J. Whitman School of Management and College of Law and will be offered to enrolled Syracuse University students. CASTLE integrates business, entrepreneurship and law leading to a transdisciplinary approach to technology entrepreneurship and commercialization. Students who complete this certificate will have a strong understanding of the market, legal, regulatory and practical approaches to technology entrepreneurship and commercialization. This includes an understanding of how to evaluate the commercial feasibility of an opportunity (e.g., market demand, competition, go-to-market strategy), its financial implications, and the legal (e.g., intellectual property, regulatory) challenges of going to market. There is a strong applied focus in this program, including experiential learning throughout and involving collaboration with industry partners, especially in the medical device, aerospace, software, green tech, fin tech, and other emerging technologies sectors. After completing this certificate, students will be prepared to engage in technology commercialization processes, such as with a technology transfer office, as an independent entrepreneur, or with new technological product development within an existing business.

Admissions

CASTLE is open to all matriculated Law students, MBA students, masters and doctoral candidates across all colleges at Syracuse University, and consistent with other CAS across the University, professional level students from the SUNY ESF and Upstate institutions, as well as other students whose interests align with the academic goals and obligations of the program.

Students will be required to submit an application sheet, resume, statement of interest/goals, and transcript to be accepted into the CASTLE program; this application is designed to ensure that students are committed to the program.

Contact

Whitman School of Management: Alexander McKelvie (mckelvie@syr.edu)

College of Law: Brian Gerling (bjgerlin@syr.edu)

Student Learning Outcomes

1. Assess the intellectual property aspects of a new technology including an understanding of patentability and freedom to operate analyses
2. Apply market and competitive analyses to determine the feasibility of a technological innovation for commercialization purposes
3. Use research to evaluate the potential market (users) for a technological innovation and determine the appropriate mode to reach that market
4. Identify and describe the legal and regulatory factors that impact how and when a technological innovation can be brought to market
5. Apply commercialization skills in a real-world environment that combines theory and practice, involving the entire spectrum of the commercialization process: invention, product development, technical and market feasibility analysis, intellectual property protection and evaluation

Required Courses

(6-9 Credits)

CASTLE students are required to take at least 6 credits of EEE 620 Foundations of Entrepreneurship (as their cornerstone course) and LAW 815 Law Practicum - Technology Transfer Research (as their capstone course). Matriculated Law students will normally pursue LAW 815 Law Practicum - Technology Transfer Research course for 6 credits over two semesters as part of their main program. This course can be successfully completed in one semester (3 credits) for other graduate level students.

- EEE 620 Foundations of Entrepreneurship 3 credit(s)
- LAW 815 Law Practicum - Technology Transfer Research 3 credit(s)

Elective Courses

(6 Credits)

CASTLE students can choose 6 credits from the electives below. Other courses can be considered on an individual basis based on how they help achieve programmatic goals.

Code	Title	Credits
EEE 621	Corporate Entrepreneurship	3
EEE 651	Finance for Emerging Enterprises	3
EEE 630	Entrepreneurship in Engineering and Science	3
EEE 653	LaunchPad	3
LAW 726	Intellectual Property	3
LAW 760	Patent Prosecution	3
LAW 765	Patents and Trade Secrets	3
LAW 824	Advising the Startup I	3
LAW 825	Advising the Startup II	3
MAR 757	Managing Innovative Products and New Ventures	3