



Australian Government

Assessment Requirements for AMPMGT806 Commercialise research and technology product or idea

Release: 1

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Modification History

Release	TP Version	Comment
1	AMPv1.0	Initial release

Performance Evidence

Candidates must undertake the fundamentals of product/idea commercialisation from conception to launch to full production.

Candidates must demonstrate ability to:

- analyse market trends
- budget, including forecasting, capacity and asset analysis, setting targets and compliance mechanisms
- negotiate licensing IP (in and out), contractual supply chain arrangement and partnerships
- use communication skills to:
 - maintain appropriate relationships with colleagues and others
 - value and be open to the opinions of others
 - work as part of a team
 - model collaborative communication and learning
 - use active listening and negotiation skills
 - present and negotiate proposals
 - seek opinions and feedback from a range of stakeholders
 - develop plain English texts desling with complex ideas and concepts
- generate and evaluate ideas by analysing information and concepts at an abstract level
- provide strategic leadership during change and negotiation processes
- use problem-solving, initiative and enterprise skills to:
 - direct, motivate, consult and delegate appropriately
 - collect, analyse and interpret data using a range of methods
 - shape strategic thinking and inspire others with a shared vision
 - work with teams with diverse emotional intelligence and cognitive ability
- provide leadership in workplace health and safety practice, ethical standards and legislative requirements
- review own personal and professional competence against personal development objectives
- support and use participative arrangements aimed at establishing trust

- to develop, negotiate and structure an agreed commercialisation strategy
- to apply leadership style and approach appropriate to individuals involved, outcomes being sought and contextual factors

Knowledge Evidence

Candidates must demonstrate specialised and integrated technical and theoretical knowledge of:

- relevant legislation
- business strategies and legal requirements underpinning trademarks, copyright and patents
- legal requirements underpinning partnership arrangements, contracts and taxation
- commercial environmental analysis techniques, including Strengths, Weaknesses, Opportunities, Threats (SWOT)/TOWS
- market testing strategies and techniques
- strategies for analysing and assessing the upstream and downstream implications of an innovation
- risk assessment strategies and techniques
- team selection, management and support strategies
- environmental sustainability principles

Assessment Conditions

Competency must be demonstrated through sustained performance over time, at an appropriate level of responsibility and under typical operating and production conditions for the enterprise.

Assessment must ensure:

- access to an actual workplace or simulated environment
- assessment over a sufficient timeframe to allow holistic assessment of the candidate's capacity to lead the development of a commercialisation strategy
- resources normally used in the workplace, including organisational policies and procedures, and relevant legislation
- access to stakeholders, potential partners and clients

Assessors must satisfy current standards for RTOs.

Links

Companion Volume implementation guides are found in VETNet -

<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=5e2e56b7-698f-4822-84bb-25adbb8443a7>