

Draft Programme for the interactive online course on

Business Development for Social Sciences and Humanities

11, 12, 20, & 21 May

For:

Research managers within Social Sciences & Humanities

Science funders • Science policy makers

Facilitators of Societal Impact (knowledge exchange, business development)

Strategists within universities • Other stakeholders

Organised by

AESIS

NETWORK FOR
ADVANCING & EVALUATING THE SOCIETAL IMPACT OF SCIENCE

Partnering with:



BUSINESS DEVELOPMENT FOR SOCIAL SCIENCES AND HUMANITIES

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- Business Development for Social Sciences and Humanities -

About the course:

After previous successes, AESIS proudly announces the third edition of the Oxford Course, held virtually this year. This ambitious course will feature leading experts involved with the Social Sciences and Humanities (SSH) who will demonstrate how to advance societal impact of SSH through business development. Themes covered in this course include:

- ◆ Making academic ideas 'market-ready'
- ◆ Organising public and private alliances
- ◆ Setting up services such as consultancies
- ◆ Integrating impact in research strategy

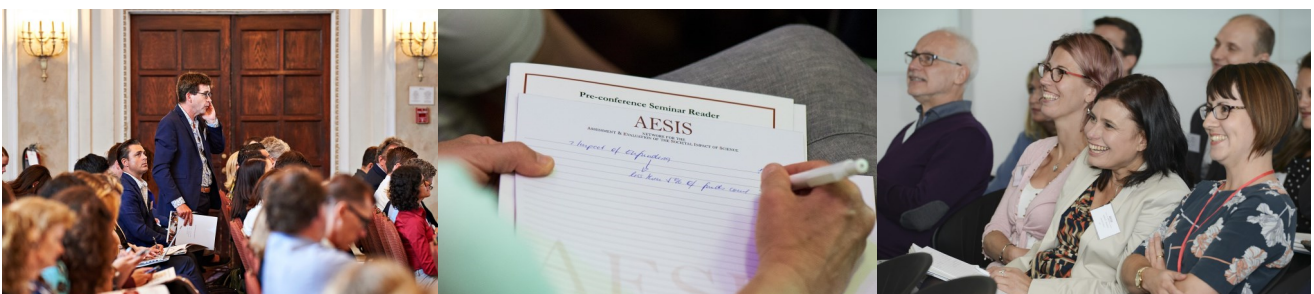
The course will welcome 20-30 participants from around the world, and each session will be taught in an interactive manner and includes collective exercises to stimulate discussion. Experts from different countries will share their expertise on topics such as entrepreneurship, business alliances, consultancy opportunities, and generating awards and grants for research. This course aims to deliver valuable insights and tools that you may use to stimulate SSH impact in your organisation.

Benefits of the course:

- ◆ 8 leading international experts to offer training in an intimate online setting
- ◆ Hands-on exercises offering tools and insights to organising impact structures in your specific organisation
- ◆ Interactive discussions with peers from all over the world and from our companion workshop
- ◆ Certificate signed by the main trainers and AESIS upon course completion

And there is more!

This year's Oxford Course is followed by a companion workshop on **Entrepreneurship and Innovation for PhDs and Post-Docs**, a workshop training early career researchers in the skills and knowledge needed for science entrepreneurship and innovation. Participants from the workshop are welcomed as audience members for the final participant presentations of this course, and a package of tickets is available for colleagues attending the course and workshop respectively.



Draft Programme

Tuesday 11 May

all times in BST (GMT+1)

8.45 - 9.00 Walk-in

OPENING & INTRODUCTIONS

9.00 Words of Welcome by AESIS

9.15 Introductions by the participants

- ◇ Where do you sit in the research and innovation ecosystem & what do you want to take away?
- ◇ What is Societal Impact and motivation for business development of research?

10.00 - 10.15 Break

SSH ENTREPRENEURSHIP & INNOVATION

10.15 Commercially Utilising Research

*Mark Mann** Innovation Lead, Humanities & Social Sciences, Oxford University Innovation
& Senior Consultant, Oxentia, United Kingdom

11.15 - 11.30 Break

11.30 Social Enterprises & Lessons

Mark Mann continued...

12.30 - 13.00 Break

TECH vs KNOWLEDGE TRANSFER

13:00 Policies for Knowledge Transfer

*Marc Sedam** Immediate-Past Chair, AUTM & Vice Provost for Innovation and New Ventures & Managing Director of UNH Innovation, USA

14.00 - 14.15 Break

14:15 Possibilities of achieving impact (via semi-TT-tools)

Marc Sedam continued...

15:15 Q&A for Assignment Prep

15:30 End of day 1

* confirmed speakers

Draft Programme

Wednesday 12 May

all times in BST (GMT+1)

8.45 - 9.00 Walk-in

9.00 Recap of Day 1 & Introduction to Day 2

OPERATIONALIZING SOCIETAL IMPACT IN SSH

9.15 Challenges and Barriers for SSHA

*Adam Luqmani** Senior Research Portfolio Manager, Economic and Social Research Council, United Kingdom

*Julianne Pigott** Senior Evidence Manager, Arts and Humanities Research Council, United Kingdom

10.15 - 10.30 Break

10.30 Making outcomes of research sustainable, and other reasons to pursue impact

Adam Luqmani & Julianne Pigott continued...

11.45 - 12.15 Break

STRATEGIES FOR INNOVATION, ENTREPRENEURSHIP AND IMPACT

12.15 Strengthening Innovation and Commercialisation capacity

Speaker (tbd)

13.15 - 13.30 Break

13:30 Building R&D partnerships

Continued...

14.30 Q&A for Assignment Prep

14:45 End of day 2

* confirmed speakers

Draft Programme

Thursday 20 May

all times in BST (GMT+1)

8.45 - 9.00 Walk-in

9.00 Recap of Day 2 & Introduction to Day 3

IDENTIFYING AND DEVELOPING BUSINESS OPPORTUNITIES

9.15 Human Sciences Approach and Sensemaking

*Mikkel Rasmussen** *Co-Founder & Partner, ReD Associates, Denmark*

10.00 - 10.15 Break

10.15 Utilising Human Sciences in Consultancy

Mikkel Rasmussen continued...

11.00 - 11.15 Break

11.15 Supporting Researchers in Connecting with Society

Mikkel Rasmussen continued...

12.00 - 12.30 Break

MEASURING AND EVALUATING SOCIETAL IMPACT

12.30 Advancing an Impact Assessment Framework

- ◆ Impact indicator system for grant-giving
- ◆ Results from Novo Nordisk's impact assessment framework

*Rikke Nørding Christensen** *Senior Impact Partner, Novo Nordisk Foundation, Denmark*

13.30 - 13.40 Break

13.40 *Rikke Nørding Christensen continued...*

14.40 - 14.50 Break

14.50 *Q&A for Assignment Prep*

15.05 *End of day 3*

* confirmed speakers

Draft Programme

Friday 21 May

all times in BST (GMT+1)

8.45 - 9.00 Walk-in

9.00 Recap of Day 3 & Introduction to Day 4

BARRIERS AND OPPORTUNITIES FOR CONSULTANCY

9.15 Developing an institutional culture around Consultancy

*Oliver Cox** Director, Oxford University Heritage Network, United Kingdom

10.15 - 10.30 Break

10.30 What structures can be put in place to enable and facilitate consultancy

Oliver Cox continued...

11.45 - 12.15 Break

PARTICIPANTS' PRESENTATIONS

How to Develop your Opportunities for Business

12.15 Part 1

13.15 - 13.30 Break

13:30 Part 2

14.30 Final remarks and thoughts

14:45 End of the course...

17.00 Online reception



* confirmed speakers