

# **IPM505 IP & Business Strategy**

**Level:** 5

**Credit Units:** 5 Credit Units

**Language:** ENGLISH

**Presentation Pattern:** EVERY JULY

## **Synopsis:**

IPM505 IP & Business Strategy details how intellectual property (IP) as a company asset should be managed to leverage the optimum value from it. The course evaluates the impact of IP in driving the development of IP strategies and objectives, while analysing the impact of the business environment on IP and adapting IP strategies to optimise impact. Students will also learn how to assess IP to identify potential IP-related business opportunities, develop IP marketing strategies, evaluate the market to determine the feasibility of business opportunities as well as determine the positioning and pricing of the IP and supporting plans to market IP.

## **Topics:**

- IP and the Innovation Cycle
- Strategic Management of IP
- Tools for IP Strategy
- Strategy Options for Different Types of IP
- Internal Resources and External Environment
- Implementation of IP Strategy
- IP Strategy at the Global Stage
- IP-Related Business Opportunities
- IP Marketing Strategies
- Market Evaluation
- Positioning and Pricing Strategies
- IP Exploitation Strategies

## **Textbooks:**

Gollin, M (2008).: Driving Innovation: Intellectual Property Strategies for a Dynamic World, 432p  
(eText) Cambridge University Press  
ISBN-13: 9780511372995

**Learning Outcome:**

- Examine the purpose of IP strategy
- Appraise the stages in the IP life cycle
- Examine the critical success factors of IP strategies
- Analyse the objectives of IP marketing strategies
- Evaluate key considerations in marketing IP, sources of information and relevant stakeholders
- Assess the considerations in defining IP-related business opportunities
- Design the components of a marketing plan.
- Evaluate how IP supports and impacts business and R&D strategies and objectives
- Formulate and evaluate the implications of IP strategies and objectives
- Appraise IP strategies based on the business environment to optimise its impact
- Examine IP to identify potential IP-related business opportunities
- Assess IP marketing strategies
- Evaluate the market to determine the feasibility of business opportunities
- Propose the positioning and pricing of IP

**Assessment Strategies (Evening Class):**

<b>Components</b>	<b>Description</b>	<b>Weightage Allocation (%)</b>
Overall Continuous Assessment	PRE-COURSE QUIZ 1	4
	PRE-CLASS QUIZ 1	4
	PRE-CLASS QUIZ 2	2
	PARTICIPATION 1	5
	GROUP BASED ASSIGNMENT 1	45
Overall Examinable Components	Written Exam	40
<b>Total</b>		<b>100</b>