

IPM561e Contemporary Topics in Technology and Business

Level: 5

Credit Units: 5 Credit Units

Language: ENGLISH

Presentation Pattern: EVERY SEMESTER

E-Learning: FULL - Learning is done ENTIRELY online using interactive study materials in Canvas. Students receive guidance and support from online instructors via discussion forums and emails. There are no face-to-face sessions. If the course has an exam component, this will be administered on-campus.

Synopsis:

IPM561v Contemporary Topics in Technology and Business comprises a series of modules offering current knowledge in technology, business and innovative business models that transform how businesses manage their intellectual property (IP). These modules enable learners to keep abreast of upcoming technological and business developments and apply their knowledge from an IP management lens to assess how these disruptions can impact management decisions and provide them with a knowledge base to develop strategies to support commercial growth and deal with competition.

Topics:

- Intellectual Property Management
- Contemporary Issues in Marketing
- Sharing Economy
- Financial Innovations – Crowdfunding
- Financial Innovations – FinTech Applications
- Analytics and Predictive Technologies
- 4th Industrial Revolution
- Internet of Things
- Entrepreneurship and Innovation
- Corporate Governance
- Corporate Social Responsibility
- Contemporary Management and Business Excellence

Learning Outcome:

- Apply contemporary knowledge in technology and business
- Appraise marketing strategies on the digital platform
- Create opportunities and leverage on the sharing economy
- Critique how data analytics can be employed in businesses
- Evaluate innovative business models for application in businesses
- Examine the impact of the fourth industrial revolution on businesses
- Analyse competitive intelligence in businesses
- Assess the impact of the future of work on business practices
- Appraise business excellence concepts in business
- Demonstrate critical thinking skills in analysing contemporary technology and business issues
- Prepare a report examining contemporary technology and business issues from an IP management perspective

Assessment Strategies (Evening Class):

Components	Description	Weightage Allocation (%)
Overall Continuous Assessment	TUTOR-MARKED ASSIGNMENT 1	15
	TUTOR-MARKED ASSIGNMENT 2	15
	TUTOR-MARKED ASSIGNMENT 3	15
	TUTOR-MARKED ASSIGNMENT 4	15
	TUTOR-MARKED ASSIGNMENT 5	15
Overall Examinable Components	ECA	25
Total		100