

IPM574 IP & Technology-Driven Innovation

Level: 5

Credit Units: 5 Credit Units

Language: ENGLISH

Presentation Pattern: EVERY JULY

Synopsis:

IPM574 IP & Technology-Driven Innovation aims to equip students with the knowledge and skills to gain insights into the various approaches to Research & Business Development (R&BD), examine IP issues in R&BD, emergence of IP and its impact on R&BD leading to the criteria to assess invention disclosures with commercial value, objectives and benefits of invention disclosures, and key considerations for technology assessment to support IP and business strategies.

This course looks at the aspects that comprise the value chain from R&BD to invention disclosure. Introducing the concept of R&BD as a starting point, students will uncover the essence of R&BD and the determining factors in the course of ascertaining and generating invention disclosures.

In addition, students will learn how R&BD supports an organisation's IP and business strategies and its synergy with invention disclosures. Lastly, students will utilise the competencies gained from R&BD and technology assessment to formulate technology-driven IP strategies.

Topics:

- Difference between R&D and R&BD
- Types of R&D models and implementation strategies
- IP issues related to R&BD
- Types of collaborations with stakeholders
- Implementing suitable approaches to R&BD
- Success factors in dealing with IP issues in R&BD
- Emergence of IP and the IP ecosystem
- Applications and benefits of invention disclosures
- Commercial value of invention disclosures
- Patent value and its relationship with invention disclosures
- Critical factors and steps needed for a successful IP strategy
- Steps to achieve cost efficiency

Textbooks:

Innovation Management and New Product Development 7th Trott, P. Pearson
ISBN-13: 9781292251561

Learning Outcome:

- Compare the various types of R&BD approaches
- Examine IP issues in R&BD from technology and business perspectives
- Prepare the relevant information and criteria to identify invention disclosures with commercial value
- Determine the rationale and commercial objectives for publishing invention disclosures
- Assess the emergence of IP and its impact on R&BD from a Technology Readiness Level (TRL) perspective
- Appraise the objectives and benefits of invention disclosure approaches
- Evaluate key considerations for technology assessment to support IP and business strategies
- Plan and oversee execution of approaches

Assessment Strategies - Regular Semester (Evening Class):

Components	Description	Weightage Allocation (%)
Overall Continuous Assessment	PRE-CLASS QUIZ 1	4
	PRE-CLASS QUIZ 2	4
	PRE-CLASS QUIZ 3	2
	PARTICIPATION 1	5
	GROUP BASED ASSIGNMENT 1	45
Overall Examinable Components	ECA	40
Total		100

*The information listed is subject to review and change.