

IPM575 Commercialising Innovation

Level: 5

Credit Units: 5 Credit Units

Language: ENGLISH

Presentation Pattern: EVERY JAN

Synopsis:

IPM575 Commercialising Innovation considers how intellectual property (IP) assets are a means of generating new income streams and attracting business partners. The course entails the evaluation of an organisation's internal and external IP situation and formulation of IP commercialisation plans. Students will also learn how organisations can decide how best to execute their IP strategies to turn intellectual assets into value-creating innovations.

Topics:

- Objectives of IP Exploitation
- Assessing Organisation's IP Portfolio
- Evaluation of Organisation's Internal and External IP Situation
- IP Commercialisation Plans
- Types of IP Exploitation Strategies (1)
- Types of IP Exploitation Strategies (2)
- Components of IP Commercialisation Plans
- Management of IP Commercialisation Plans
- Legal Issues
- Communication to Stakeholders
- KPIs for IP Commercialisation Plans
- Critical Success Factors

Textbooks:

Fitzpatrick, R (2013): The Mom Test: How to Talk to Customers & Learn if Your Business is a Good Idea When Everyone is Lying to You CreateSpace Independent Publishing Platform
ISBN-13: 9781492180746

Trott, P (2016): Innovation Management and New Product Development Pearson
ISBN-13: 9781292170695

Learning Outcome:

- Apply components of IP commercialisation plans
- Analyse legal issues to consider when formulating IP commercialisation plans
- Analyse critical success factors of commercialisation plans
- Evaluate types of IP exploitation strategies
- Evaluate key performance indicators of commercialisation plans
- Evaluate the internal and external IP situation to identify key opportunities and risks
- Formulate IP commercialisation plans to support IP exploitation strategies
- Organise and manage implementation of IP commercialisation plans

Assessment Strategies (Evening Class):

Components	Description	Weightage Allocation (%)
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	ECA	40
Total		100