

MT5001: IP Management

Workload: 3-0-0-2-5

Description:

This module focuses on the management of IP assets which have become more valuable than conventional physical assets in a knowledge economy. It will present the different needs and strategies of IP owners and those who own the complementary assets such as manufacturing, marketing and distribution. Both the commercialisation strategies for maximization of IP values and the feedback to management to improve decision making at the R&D and corporate strategy levels will be addressed.

Aims and Objectives:

Students will learn the fundamentals of managing the IP assets of the company and the different approaches to maximize the value of IP commercialization. They will be more confident to incorporate IP strategy in innovation management.

Syllabus:

1. The Role of IPs in a Knowledge Economy

What is IP; why IP is important; capturing value from knowledge and competence; replicability, imitability and appropriability; IP analysis before funding mission oriented R&D; IP management system; Valuing and managing Intellectual Capital.

2. Market Entry Strategies For Innovators

Strategies before the emergence of a dominant design; strategies after the emergence of a dominant design; predicting the outcome of market entry strategies.

3. Imitation Strategies for Owners of Complementary Assets

Building competitive advantage in assets and activities complementary to a key innovation; imitation strategies; controlling complementary assets; combining imitation and complementary asset strategies.

4. Defensive and Cost-Control Strategies

IP portfolio; goals; best practices for the defensive level; best practices for the cost-control level.

5. Profit Centre, Integration and Visionary Strategies

Goals; best practices for the IP Profit Centre Strategy; best practices of IP integration strategy; best practices of visionary strategy.

6. Mining a Portfolio for Value

Understanding your claim : portfolio categorization; mining strategies; value extraction objectives; how to mine.

7. Competitive Assessment

Competitive and technology assessment; why perform a competitive assessment; company position.

8. Patent Planning

Building your company's future; key factors inhibiting IP effectiveness in R&D; the IP-3 approach to creating dominant products; organizing the IP-3 process.

9. Patent mining and patent mapping

Gaining financial leverage through patent mining; patent mapping your business development strategy.

Assessment:

CA: 60 %

Final Exam: 40%

Modes of Teaching and Learning:

Lectures, case studies, assignments

References:

1. David Teece, *Managing Intellectual Capital*, Oxford University Press, 2000.
2. Julie Davies and Suzanne Harrison, *Edison In the Boardroom*, John Wiley & Sons, 2001.
3. Kevin Rivette and David Kline, *Rembrandts In the Attic*, Harvard Business School Press, 2000.
4. Annie Brooking, *Intellectual Capital*, International Thomson Business Press, 1997.