

IPBA

distance learning

University Diploma
IP Business Administration



Center for International

Intellectual Property Studies | CEIPI

University of Strasbourg



CEIPI DIPLOMA IN INTELLECTUAL PROPERTY BUSINESS ADMINISTRATION


Intellectual property is one of the most important assets of any business and sets it apart from competitors. Owning intellectual property (such as trademarks, copyrighted slogans, patents, confidential research information...) is synonymous with creativity and innovation within a company.

The process of intellectual property management is introduced when businesses need to effectively develop a dedicated IP strategy that is aligned with their organization's goals, but also to track and record IP assets in a more fluid, streamlined manner.

In this context, this University Diploma, in addition to being aimed at non-specialists in the field, offers basic courses in the management of intellectual property rights and can potentially serve as a 'preparation' before enrolling in the Master 2 in Intellectual Property Law - IP Law and Management programme.

The European Patent Office (EPO) has developed considerable expertise in the field of intellectual property management and has joined forces with CEIPI to enrich the content of this diploma with the development of **three additional modules**. The "IP Business Administration / Business Management and Intellectual Property" university diploma is thus **co-labelled by CEIPI and the EPO**.

Students will follow **4 mandatory modules** during the first semester, and will **choose 4 out of 7 modules** for the second semester, including **at least one CEIPI-EPO module**.





PRACTICAL INFORMATION

The diploma takes the form of video clips and teaching materials made available on Moodle. This means that courses can be followed 100% remotely and asynchronously, leaving candidates the freedom to follow the courses at their own pace during the year of training!

TUITIONS FEES

PROFESSIONNALS (continuous training): 6 695 euros, including university fees

UNIVERSITY STUDENTS (initial training): 3 090 euros, excluding university fees

INFORMATION AND ENROLMENT

For questions related to the program and registration, please contact:
ip_management@ceipi.edu

MODULES

FIRST SEMESTER

01

IP Strategy Development

- Understanding strategy, its aspects and its relevance for the success of companies
- Understanding the strategic aspects of IP and its role in strategic management
- Understanding generic IP-Strategies and their correlation with business models
- Understanding the interdependency of different IP functions, impacts, appropriation, and economic effects which can be used in IP strategies.
- Understanding the limits of protection, exclusivity, and enforceability

02

IP Valuation (I)

- Understanding the role of decision making for valuation issues
- Understanding the concept of value and the context dependence of values
- Understanding different valuation approaches and procedures
- Understanding the role of valuation context and valuation model

03

Integrated IP and Innovation Management

- Understanding the impact and different types of innovation and related management implications
- Understanding the process of technology diffusion and change
- Understanding the emergence of dominant designs and their impact on industries
- Understanding process organization and optimization
- Understanding the integration of IP within the innovation process and innovation landscaping

04

IP in the Industry 4.0

- Understanding the disruptive power of digital transformation
- Understanding the logic and construction of digital business models, platforms and eco-systems
- Understanding the role of IP within digital business models, customer journeys and value-added architecture
- Understanding the application of digital patents to protect digital business models
- Understanding the taxonomy of digital invention principles and claim structures of digital patents

MODULES

SECOND SEMESTER

05

IP Valuation (II)

- Understanding the role of decision making for valuation issues
- Understanding the concept of value and the context dependence of values
- Understanding different valuation approaches and procedures
- Understanding the role of valuation context and valuation model

06

Quality in Operational IP Management

- Understanding the principles of business organization and ways to optimize organizational structures
- Understanding the stakeholders and business process landscape of operational IP management
- Understanding the role of information and IT as a driving force for business process management
- Understanding the interplay of service providers and IP departments
- Understanding the concept of quality and the ways to introduce it into IP management

07

IP Portfolio Management and Controlling

- Understanding the development and business application of IP portfolios
- Understanding the business impact of IP portfolios
- Understanding the concept of management control systems
- Understanding intangible and IP management control systems
- Understanding the logic of strategy maps and balanced scorecards for IP management

08

Leadership in IP management

- Understanding the fallacies of decision making and the concept of limited rationality
- Understanding human resource management approaches to improve the workforce
- Understanding leadership concepts and the idea of situational leadership
- Understanding the role of valuation context and valuation model
- Understanding teamwork and motivation as tools to improve efficiency and effectiveness of workforce
- Understanding the concept of design thinking for motivating innovation

MODULES

SECOND SEMESTER

09

IP for SME and Startups (co-label EPO/CEIPI)

- Understanding the concept of IP and its vital business impact
- Understanding the usage of IP as a commercial business asset
- Understanding the opportunities and risks arising

10

IP in digital technologies (co-label EPO/CEIPI)

- Understanding the role of IP in various applications of digital technologies
- Understanding the role of IP for data and digital media
- Understanding the role of IP in digitalization projects

11

IP in corporate sustainability (co-label EPO/CEIPI)

- Understanding the role of ESGs in businesses
- Understanding the interdependencies of ESGs and IP
- Understanding the role of ESGs in Valuation