

# University Diploma in IP Business Administration - one year training

## Programme and educational objectives

		ECTS Lecture				
Compulsory courses						
IP Strategy Development		25 h				
IP Valuation (I)		20 h				
Integrated IP and Innovation Management		20 h				
IP in the Industry 4.0		20 h				
Courses to choose from (4 among the 7 offered including at least 1 EPO module)						
IP Valuation (II)		15 h				
Quality in Operational IP Management		15 h				
IP Portfolio Management and Controlling		15 h				
Leadership in IP management		15 h				
IP for SME and Startups (EPO)		15 h				
IP in digital Technologies (EPO)		15 h				
IP in corporate sustainability (EPO)		15 h				

### 1. 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

### 2. and 3. IP Valuation (I) and (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

#### **4. 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

#### **5. 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

#### **6. 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

#### **7. 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

## **8. 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

## **9. IP for SME and Startups (EPO)**

- 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 (EPO)**

- 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 (EPO)**

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