

GU EXECUTIVE EDUCATION

OPEN-ENROLMENT PROGRAMME

Business-Driven IP Strategy (2 days)

Target group:

For decision-makers who need to better understand the strategic use of intellectual property to create business value. Provides an opportunity for participants to rethink the role of IP in their firm and develop a business-driven IP strategy aligned to meet the challenges of a convergent digital economy.

Programme overview:

For today's firms operating in an environment of technology convergence and open innovation, intellectual property (IP) must be managed strategically as a business asset, not only operationally as a legal function. At Centre of Intellectual Property (CIP), we define IP from a value perspective as the key intangible assets controlled by the firm that create competitive advantage. This means that all senior decision-makers in the firm need to understand the fundamental relationship between business and IP. In fact, since most of the value of a firm is derived from its intangible assets, it is really no longer possible to separate the business- and the IP strategy.

This program provides a holistic strategic management framework to understand the role of IP from a business perspective. This includes (1) developing a business-driven and political mindset for IP, (2) applying an IP Value Model approach to defining business impact, (3) applying financial tools to value the use of IP in different business contexts, and (4) learning how to integrate a business-driven IP perspective into your organization.

This program is meant to challenge pre-conceived notions of IP management so as to develop a more robust purpose for IP that can be clearly defined, communicated, and measured against business performance criteria. This is accomplished by interactive discussions and the application of new tools and frameworks through practical exercises taught by two international thought leaders in the field.

PRELIMINARY SCHEDULE**DAY 1:**

- Developing a business-driven IP mindset
 - Introduction to IP Value Models
 - IP Strategy exercises
 - Developing an IP policy and game theory mindset
- Lunch included

Mingle and Dinner

DAY 2:

- Linking IP to competitive strategy
 - Introduction to IP valuation and value creation
 - IP valuation exercises
 - Developing a business-driven IP organization
- Lunch included

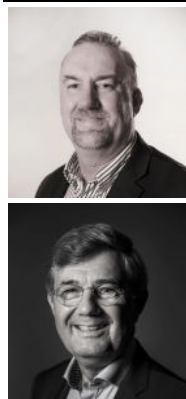
Price: SEK 20 900 (excl VAT)

Language: English

Date and place:

May 8-9 2023 - at the School of Business or

June 7-8, 2023 - online

**Biography of the teachers:****Dr. Bowman Heiden**

Director of the Center for Intellectual Property in Gothenburg, Sweden, and Executive Director of the Tusher Initiative for Intellectual Capital Management at UC-Berkeley Haas School of Business. Over 25 years of research and education at the interface of economics, law, and innovation management in technology-intensive sectors.

Mr. Ruud Peters

Former EVP and CIPO, Philips and currently CEO of PIPCO. Built one of the largest and most innovative IP organizations in the world over a 35+ year career. Co-founded and launch numerous entrepreneurial IP pools and ventures.

Contact

exed@handels.gu.se
+46 31 786 53 81

GU Executive Education AB PO
Box 609
405 30 Gothenburg, Sweden



UNIVERSITY OF GOTHENBURG
SCHOOL OF BUSINESS, ECONOMICS AND LAW