

# **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

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**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:**

<b>Continuous Assessment Component</b>	<b>Weightage (%)</b>
PARTICIPATION	5
PRE-COURSE QUIZ	4
GROUP BASED ASSIGNMENT	35
PRE-CLASS QUIZ	4
PRE-CLASS QUIZ	2
<b>Sub-Total</b>	<b>50</b>

<b>Examinable Component</b>	<b>Weightage (%)</b>
Written Exam	50
<b>Sub-Total</b>	<b>50</b>

**Weightage Total** **100**