The Business of Intellectual Property

Executive Education

Advance Your Capabilities to Drive Knowledge-Based Business

Business value in the modern economy depends on a company's capability to control and leverage knowledge. This is the new meaning of intellectual property.

Technology convergence and digitalization forces companies to transform their approach to IP from protecting to collaborating. Today, competitive advantage arises from the strategic use of intangible assets to facilitate open innovation, define new business models, and building global markets. IP is as much about building as it is about blocking.

The Business of Intellectual Property is a six-day, intensive executive training program that:

- seeks to create a business-centric mindset as the core framework of IP decision making
- provides a comprehensive model for how IP creates and captures value from the business perspective
- provides valuation methods and tools to evaluate the current impact of IP on the business to improve and communicate the effectiveness of IP management

The Business of Intellectual Property has been created for technology managers, R&D managers and IP managers and professionals, who are tasked with strategic management in technology or industrial-based businesses and who:

- seek to advance their capabilities to strengthen IP management as a core business activity
- need to demonstrate within their companies the value-captured and value-potential of their IP management, and
- wish to put into practice the insights and lessons that they will take away from the program

The program is backed by the extensive research and educational experience of the Center for Intellectual Property (CIP), which is the only center in the world focused on the strategic management of IP. The faculty has built world-class IP organizations and advised hundreds of compnies ranging from SMEs to multinational corporations. The program focuses on the technology and business maagement aspects of IP, rather than legal detail.

Program schedule

Module I: The Role of IP in Business

May 26-27, Göteborg, SE

Day One: Value-Driven IP Management

Participants are introduced to the primary role of intellectual property as a business-driven activity. The focus will be on the shift from an operational IPR focus to a strategic, value-based IP management approach that requires a new mindset, decision-making tools, and organizational capabilities. Participants will be taught the fundamentals of strategic management and how IP must be placed within the focus of senior business executives on competitive advantage that impacts the company's share price.

Day Two: The IP Value Model Framework

Participants will learn to apply the holistic IP Value Model Framework that defines the different roles of IP in business terms. Interactive seminars will be supported by exercises in which participants will work on identifying and aligning specific IP value models with different business strategies and market contexts, based on real commercial scenarios.

Day Three: Virtual HCA Feedback 1

After the two in-person days of the module, participants will work within their company teams on a Home Company Assignment (HCA), applying the learning from the module to a real company project. The third day of the first module will be scheduled before the start of the second module, during which participants can present their HCA results and receive feedback. The HCA feedback session will be held virtually with the entire group, but there is also the option to hold the session with the faculty only.

Experience suggests that participants should allocate 15-25 hours to this activity in the weeks following the first module.

The objective of this assignment is to:

- generate value by applying the new business-focused IP mindset and IP Value Model Framework on a practical use-case in their organization
- help the participant to assimilate new knowledge through experiential learning

Module II: Evaluating the Business Impact of IP

August 26-27, Göteborg, SE

Day Four: IP Valuation Fundamentals

Building on the new IP mindset, the focus for day four is to bridge the gap between IP value creation and valuation, which are two sides of the same coin. As management requires measurement, the critical role of IP valuation in supporting decision-making and communicating the impact of IP management will be addressed and exemplified. The goal is for participants to master IP valuation fundamentals at the interface of finance, business, and IP.

Day Five: IP Valuation in Practice

Participants will train their ability to recognize the appropriate IP value model across different business scenarios and in calculating the associated financial value for the business in terms that senior management and boards can understand. The goal is for participants to become proficient at identifying how IP captures value, and to model its financial value for decision-making and communication.

Day Six: Virtual HCA Feedback 2

After the two in-person days of the second module, participants will work within their company teams on a Home Company Assignment (HCA), applying the learning from the module by building on the real company project from the first HCA or a new project. The third day of the second module will be scheduled 1-2 months after the end of the in-person second module, during which participants can present their HCA results and receive feedback. The HCA feedback session will be held virtually with the entire group, but there is also the option to hold the session with the faculty only.

Experience suggests that participants should allocate 15-25 hours to this activity in the weeks following the module. The objective of this assignment is to:

- communicate value by applying the new IP valuation fundamentals and tools on a practical use-case in their organization
- help the participant to assimilate new knowledge through experiential learning

BIP Faculty

CIP is a development center for knowledge-based business, governed by the University of Gothenburg in collaboration with industry. CIP maintains the highest quality academic and executive faculty to build both theoretical and practical competencies. The BIP program is led by the two CIP CO-Directors, Bowman Heiden and Ruud Peters

Program Directors

Ruud Peters

Ruud Peters is the Co-Director of the Center for Intellectual Property (CIP), and CEO at Peters IP Consultancy B.V.; Former Chief IP Officer and Executive Vice President at Koninklijke Philips N.V. He is an IP business leader and entrepreneur with both strategic and operational capabilities, who created and managed one of the world's leading and most successful IP businesses as Chief Intellectual Property Officer of Philips for a period of 15 years till the end of 2013. In 2014, he established his own IP Consultancy company, providing consultancy in IP strategy and organizational matters to enterprises and institutes around the globe.

Bowman Heiden

Bowman Heiden is the Co-Director of the Center for Intellectual Property (CIP), Executive Director of the Tusher Strategic Initiative for Technology Leadership at UC-Berkeley, and a Fellow at the NYU School of Law. Dr. Heiden is the co-founder of the Berkeley Deep Tech Innovation Lab, the Dynamic Competition Initiative, ICM Global, and the Berkeley Gateway Accelerator. Over the past twenty-five years, Dr. Heiden has managed over 200 innovation projects with industry, university research institutes, healthcare providers, and start-up ventures. Prior to his focus on IP and innovation strategy, Dr. Heiden played professional basketball in Europe, which is why he is so tall.

Learning Methods

Learning activities include pre-reading, interactive classroom sessions and discussions, case studies, exercises, and two home-company assignments.

Due to the international composition of the faculty and the participants, the program is conducted exclusively in English

To qualify for a course certificate, the participant is required to attend all sessions, and to complete the exercises and the home-company asignments.

The Key elements of the learning methods are:

- Intensive participant contribution and interaction during on-campus modules, what we call a “tough-love” approach
- A balance between theory and practical application and experience
- Immediate application of learning, through exercises and a home-company assignment

Participants

The BIP program was first conducted in 2003. The course has attracted some 30 participants a year from Europe, the U.S., and Asia.

The program is applicable to participants from all technology sectors, given its focus on building a fundamental business mindset and the two HCAs that allow participants to customize the content towards their own companies.

Most participants have an academic background in a technical domain or business function e.g. engineering, life sciences, law, economics, or business management.

These are typical positions among participants:

- Product Development Manager
- Business Development Manager
- R&D Manager
- Technology Manager
- IP Manager
- Licensing Manager
- Intellectual Asset Manager
- Open Innovation Manager
- C-Suite Executives in start-ups or SMEs

We expect participants to have at least a bachelor degree (or equivalent), although most participants will have an M.Sc., Ph.D., or other post-graduate degree. The course concentrates on management and general policy aspects of intellectual property, rather han legal or technical detail.

Tuition and Admission

The course fee is EUR 3 950 per participant, or EUR 6 500 for two participants, excluding VAT. Fees cover all learning materials and meals during the program, but exclude accommodation and travel expenses.

Final selection among applying participants will be based on the overall balance of factors, such as management experience, academic background, international experience, relevance of the BIP program to the current or future job, English language ability, and the potential of the applicant for advancement within his or her company.

An early application is recommended to ensure the availability of a seat on the program. Applicants will be notified within two weeks from submission. Participants from CIP Partner firms can join the program free of charge of the course fee. All fees go to CIP to develop the BIP program and the center.

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