



SMU ACADEMY

Strategic Intellectual Property Management for Businesses

Understand the Importance of IP and Transform your Business with a Good Understanding of Intangible Assets, the Value and Risks



PROFESSIONAL



Understand the Importance of IP and Transform your Business with a Good Understanding of Intangible Assets, the Value and Risks associated with them in the New Economy

SMEs are a critical pillar of Singapore's economy. 99% of enterprises in Singapore are SMEs and contribute to 65% of all employment. With traditional businesses being disrupted by new technologies and new business models, Singapore's SMEs need to transform to stay relevant. However, the majority are not well placed to transform due to a weak understanding of intangible assets, as well as the value and risks associated with them in this new economy.

This programme aims to impart the importance of Intellectual Property (IP) to enterprises. The broad and practical deliverables from the program will equip participants with a good appreciation of the IP assets in their business, and how good management of these assets can unlock new commercial opportunities while reducing business risk.



Programme Outlines

01



What are the intellectual property assets in your business?

Many companies are not familiar with IP despite owning them. This section aims to impart a basic understanding of IP and know-how to identify IP in their business.

02



Risks related to IP are prevalent in our global economy. Remaining ignorant of them exposes the business to unnecessary risks. This section aims to share common IP risks across various departments in a business, and best practices to mitigate these risks.

03



Can my business uncover new opportunities with IP?

The nature of IP makes it highly scalable and transferable. Good management of IP can unlock new revenue streams and opportunities for businesses. This section explores the various methods a business can commercialise its IP.

Is your business exposed to unnecessary risks relating to IP?

Programme Key Takeaways

- Understand what is IP
- Understand the importance of IP to their organisation
- Identify IP within their origination
- Identify the risks relevant to IP in various departments
- Understand the consequences of these risks
- Understand how to manage these risks
- Understand the common methods of commercialising IP
- Practical case studies of how other companies have commercialised IP

Who Should Attend

This programme is designed for both Small and Medium Enterprises (SMEs) and Large Local Enterprises (LLEs).

You might be PME – middle management; Head of Departments (HODs) or enterprises' owners.

This programme is applicable to all industries.

Programme Structure

Each class would have a maximum of 25 participants.

Each session consists of an 8-hours online or face to face session and pre-readings to be completed prior to the session.

Each section includes case-studies, exercises and summary of key takeaways.

There will be an online quiz at the end of the course to assess understanding.



IP Academy is the education and training arm of IPOS International. We help enterprises and industries leverage on their intellectual property (IP) and intangible assets (IA) for growth through IP education and training.

Founded in 2003, IP Academy has established itself as a centre of excellence in IP education and training in Singapore and the region. Boasting a multi-lingual faculty from both academia and industry, our range of executive training and certification programmes aim to build skills and expertise in the fields of intellectual property law, and IA/ IP management and value creation.

IP Academy has also built a global network of partnerships with institutes of higher learning and professional associations to augment our programmes, seminars and roundtables. Our students and institutional clients are from all over the world, facilitating the sharing of best practices and knowledge. Whether you are a business or public agency looking to build capabilities in IP/ IA management, or an individual seeking a career in this exciting area of IA/ IP, we have will have a suitable programme for your specific needs.



Application

REGISTRATION

For more information or to register, please scan the QR code below.



PROGRAMME FEE

Full fee: SGD1,070

After 70% subsidy: SGD321
(Singapore Citizens < 40 and PR)

After 90% subsidy: SGD121
(Singapore Citizens > 40)

After the Enhanced Training Support for SMEs ("ETSS"): SGD121

You may further utilise your Skillsfuture Credit of SGD500 to defray the nett fee of the programme.

CONTACT

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Post-Programme Learning Journey

Upon completion of this programme, executives may choose to follow up wth the following programme offerings from SMU Academy.

