

Management
Development
Programme

Strategic
Management
of
Intellectual
Property Rights
(SMIPR)



Indian Institute of Management
Tiruchirappalli

Date

August 10-12 2017

Programme Director

Dr. Nithyananda KV

Venue

Chennai Centre of IIM Trichy

Introduction

In today's age of information technology, intellectual property rights and intangible assets are gaining significant importance. Businesses cannot ignore the developments in the intellectual property regime. Intellectual Property Rights and Intangible assets represent a major portion of the assets of a business, thereby constituting a large share of its value. Managers must be equipped with the necessary understanding of the tools and techniques that help them to protect innovations of the business, the creative works surrounding these innovations, the look, feel and design of the products as well as brands which generate value to the business.

The National IPR Policy also emphasizes the need for a strategic perspective in managing intellectual property and has put in place a lot of measures to facilitate the "Mind to Market" among the MSMEs and other industries. There is an evident urgency in implementing an effective IPR policy within organizations in order to achieve its overall strategic intent. This programme becomes relevant in light of this background.

This programme examines the fundamentals of intellectual property law (predominantly patents, copyrights, trademarks and trade secrets), the importance of these IP assets in the business strategy, evaluating it and managing it to achieve the strategic objectives of a business. Unlike other programmes on IPR, this programme brings specific business related skillsets and dimension, making it more relevant for the managers.

Profile of Expected Participants

Middle and Senior level managers with an exposure to new product development, marketing, planning, and strategy would find this programme ideal for getting a foundational understanding of integrating IPR and strategy.

Course Content

- Fundamentals of Intellectual Property Rights
- Importance of IP assets to the business strategy
- Valuation of IP assets
- Evaluation and conducting due diligence for mergers and takeovers
- Business Models for commercializing products and services based in IP assets
 - Integrating different IP assets like including patents, copyrights, trademarks, designs, branding, packaging, etc., for commercializing products and services

How to Enroll

Enrolment form for nomination or participation can be downloaded from the 'Executive Education' of our website, http://iimtrichy.ac.in/images/MDP_Enrollment.pdf. Kindly fill in this form mentioning full details of the participant(s), sponsoring organization, and the payment particulars. The filled in form along with the Demand Draft need to reach the EEC Office well in advance before the commencement of the programme. In case of online payment, the filled in form may be scanned and e-mailed to us.

The programme fees can be paid in any one of these two ways:

- Demand Draft drawn in favour of **Indian Institute of Management Tiruchirappalli** payable at Trichy.
- Electronic Fund Transfer through NEFT/RTGS for which Account details of our Institute are given below.

Bank A/C No: 32170820601

Name of the Bank: SBI

Name of the Branch: NITT Branch, NIT Campus, Tiruchirappalli

Bank Branch Code : 01617 IFSC No: SBIN0001617 MICR No: 620002009

In case of online payment, kindly intimate the EEC office with the relevant transaction details through email, so that we can connect your remittance to your nomination.

Please note that the confirmation of participation will be provided only on receipt of programme fees by EEC office.

You are encouraged to send in your nominations at least 3 weeks prior to the commencement of the programme. However, we accept nominations up to 2 weeks before the start of an MDP, subject to seat availability.

Please Note:

All enrolments are subject to review and approval by the Programme Director. Joining Instructions will be sent to the selected candidates 10 days before the programme commences. **Kindly finalise your travel plans only after you receive from IIM Trichy confirmation of your nomination.**

Our correspondence address is as follows:

Executive Education & Consulting Office

Indian Institute of Management Tiruchirappalli

NITT Campus, Thanjavore Main Road, Tiruchirappalli - 620015, Tamil Nadu

Phone: 0431- 2505025 | Email: eec@iimtrichy.ac.in