

ENTREPRENEURSHIP & INNOVATION (SEI)

SEI 530 - Intellectual Capital Management & Innovation (3.0 hours)

This course explores many aspects of intellectual capital management (ICM) within organizations. It is a microeconomic application of the Nobel Prize winning 'knowledge economy' theories. The principles of Next Generation Lean Innovation are holistically examined. Patents, trademarks, copyrights, and trade secrets are discussed along with negotiating licensing agreements, intellectual property strategies, valuing intellectual assets, IP agreement structures. For cross-listed undergraduate/graduate courses, the graduate-level course will have additional academic requirements beyond those of the undergraduate course. Cross-listed with SEI 430.

Prerequisite: Graduate student standing