



THE INTERNATIONAL MASTER'S PROGRAM

IN PATENT LAW

The University of Haifa

in collaboration with the

World Intellectual Property Organization (WIPO)



IP AND BUSINESS ENTREPRENEURSHIP

The International Master's Program in Patent Law
The University of Haifa, Faculty of Law

Summer 2011

Course Description: This course will focus on the strategic and organizational challenges related to monetizing IP and turning it into a corporate asset. The course will enable students to experience the entrepreneurial process with special emphasis on the role of intellectual property in designing a business strategy. Students will work in groups to map out the practical steps related to new ventures, and will be required to write a business plan related to innovative technologies and present it in a final Road Show. Topics covered include incorporating IP into a business plan, strategic choices related to the commercialization of IP, and collaborating with VCs and entrepreneurs. Each session will focus on a particular theme, including a presentation of the fundamental principles, an analysis of a case study and a presentation by experts with entrepreneurial experience in establishing and managing innovation in different sectors. The students will be offered the opportunity to interact with entrepreneurs, executives, investors, venture capital fund managers and others who represent different aspects of the entrepreneurial world.

The course grade will be based on a written business plan (50% of final grade), presentation of the business plan in the final Road Show (20% of final grade) in class case studies and participation (20% of final grade), written assignments (10% of final grade).

Teaching Faculty: The teaching faculty includes Dr. Sara Lev (Ph.D. in strategic management and entrepreneurship) and guest lecturers from the high-tech and financial industries in Israel.

Dates: The course will commence on 26/08/2011 and will last until 16/09/2011.

Assignments: Detailed program including the reading and written assignments will be distributed to registered participants upon arrival and will be available online two weeks prior to the course.