Distance learning approach applied to enhance introduction of IP-rights in management strategies of enterprises

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Project in the framework of Leonardo da Vinci program, European Commission
The objectives of the project

- Enhance awareness for the importance of IP-rights for enterprises
- Improve integration of IP-rights into management strategies of enterprises
- Develop an European wide applicable interactive training concept aimed at learning the basic principles of protection schemes and valorisation of intellectual property as well as to exploit available IP information for the enterprise
- Flexible training concept applicable in Universities and further education institutions
- Target public: managers and future managers of SMEs
The partnership

5 countries => 12 Partners

IP experts

E-learning experts

Educational institutions

Diffusion

University of Bournemouth

Université. Aix-Marseille IMCS s.a.

CRP Henri Tudor IST

Ministère de l’Economie. Office E. T. Freylinger

Universidad Catalunya IALE Tecnologia CIDEM

TecMinho AIM
The course structure

- Intangible assets
  - Basics of intellectual property
- Intellectual property as an information source
- Valuation and exploitation of intellectual property
  - Identification and protection of intangible assets by the main intellectual property rights
  - IP as a valuable source of information
  - How to evaluate and how to valorise IP
The working method

Definition of:
- general learning objectives
- specific learning objectives, concepts to be addressed

21 storyboards

Production of the course content

Scenarisation

3 Learning Units
- 21 modules
- structure of the module (chapters)
- learning activities & evaluation
- Bibliography, links, glossary

DIPS e-learning platform

Translation: French, Spanish

• IP-rights
• IP as a source of information
• Valuation & Exploitation
Pilot experiences (oct. 2004 – march 2005)
- Training of tutors
- Pilot courses organised in partner-institutions of the DIPS-project
  - Universities
  - Further education institutions

Diffusion of results
- International seminar on « Learning schemes for IP in Europe » (2005 in Luxembourg)