



Sacred Heart UNIVERSITY

JACK WELCH COLLEGE OF BUSINESS

Luxembourg

INNOVATION MANAGEMENT

THE BACKBONE OF INNOVATIVE COMPANIES

This one credit course aims to provide students a better understanding of what Innovation Management is about. It will guide students through the entire innovation process, from invention disclosure up to successful commercial transformation. Open innovation and co-development strategies will be included; likewise strategies for protection and licensing of intellectual property. The course is built in a way that makes it as practical as possible supported by actual cases are shared with the students in to be discussed. Though it remains intellectually rigorous, this course provides theoretical background when needed, while maintaining a critical approach to the tools and techniques commonly used by professional practitioners.

SEMINAR LEARNING OBJECTIVES

- ✓ To understand the nature and challenges of innovation management as backbone of innovative companies
- ✓ To overcome the challenges of identifying innovation potential and foster innovation processes within the organisation
- ✓ To manage innovation processes, including open innovation
- ✓ To use protection instruments for intellectual property
- ✓ To manage licensing activities

COURSE DURATION:	4 SESSIONS OF 3 HOURS EACH
DATES:	SEPTEMBER 19 TH , 21 ST , 26 TH , 28 TH 2017
PRICE:	€ 950 € 600 FOR ALUMNUS

PRESENTER PROFILE

After eight years doing successfully entrepreneurial building up IPB AG and intensive licensing and technology transfer, Guido von Scheffer started IP Strategists GmbH in 2010, a strategy consulting boutique helping corporates, investors and research institutes to maximize the return from their intellectual property and governments to optimize their support for innovative and technology driven industries within Europe, the United States & Canada and Asia.

Guido von Scheffer holds an MBA from University of Hamburg and is Certified Licensing Professional (CLP). He is a member of the IAM 250 - The World's Leading IP Strategists 2009 to 2015, a member of the Board LES-Germany and Vice Chairman of Communication Committee LES-International.