



CURRICULUM

WIPO-SUSS/MIPIMIPB/24/INF.1PROV
ORIGINAL: ENGLISH
DATE: MAR 2026

MASTER OF INTELLECTUAL PROPERTY AND INNOVATION MANAGEMENT [4th edition] (Specialising in IP Business)

Organized by

Singapore University of Social Sciences

From 11 August 2026 to 11 June 2027 (2 semesters)

OVERVIEW OF CURRICULUM

JULY SEMESTER (13 July 2026 – 8 December 2026)

General Course on Intellectual Property

WIPO Distance Learning

Copyright and Related Rights

WIPO Distance Learning

Trademarks, Industrial Designs and Geographical Indications

WIPO Distance Learning

Patents

WIPO Distance Learning

IP Asset Management

Lecturer: Mr Winston Chan (CEO, FT Consulting)

IP & Business Strategy

Lecturer: Jeffrey Lim (Director, Joyce A. Tan & Partners LLC)

IP in the Global Context

Lecturer: Prof. Irene Calboli (Texas A&M University)

Elective (Choose 1)

IP & Technology-Driven Innovation

Lecturer: Assoc. Prof. Eric Gan Kok Wah (Head, IP and Innovation Management, SUSS)

Contemporary Topics in Technology & Business

Lecturer: Assoc. Prof. Eric Gan Kok Wah (Head, IP and Innovation Management, SUSS)

Lecturer: Assoc. Prof. Lau Kong Cheen (Head, Marketing, SUSS)

Lecturer: Assoc. Prof. James Tan (Head, Analytics, SUSS)

Lecturer: Assoc. Prof. Guan Chong (Director, SUSS Academy)

Lecturer: Dr. Jiang Zhiying (Head, Digital Marketing, SUSS)

Lecturer: Assoc. Prof. Ding Ding (Dean, School of Business, SUSS)

OVERVIEW OF CURRICULUM

JANUARY SEMESTER (11 January 2027 – 11 June 2027)*

IP Intelligence

Lecturer: Dr Jack Cheng (Senior Lecturer, School of Business, SUSS)

Licensing IP

Lecturers: James Collison (Regional Legal Counsel, Mastercard)

Commercialising innovation

Lecturer: Peter Moores (Chief Problem Solver, PBM Consulting)

Applied Research Project

Professors from SUSS, Trainers, WIPO Experts

Elective (Choose 1)

Monetising Innovation: Valuation

Lecturer: Tyler Capson (Managing Director, EverEdge Global)

Patent Information and Search

Lecturer: Dr. Lu Liru (Patent Examiner, IPOS International)

* SUSS reserves the right to revise the course schedule where necessary.

JULY SEMESTER
11 July to 7 December 2026 (Distance Learning)

Date	Course Content	Lecturer	Hours
11 Jul – 30 Jul	General Course on Intellectual Property (DL-101)	WIPO Academy	55 hours
3 Aug – 9 Sep	Advanced Course on Copyright and Related Rights (DL-201)	WIPO Academy	120 hours
14 Sep – 21 Oct	Advanced Course on Trademarks, Industrial Designs, and Geographical Indications (DL-302)	WIPO Academy	120 hours
26 Oct – 2 Dec	Advanced Course on Patents (DL-301)	WIPO Academy	120 hours

The following courses may be taken via distance learning or resident in Singapore.

IP Asset Management
Lecturer: Winston Chan
Dates: 22 September – 27 October 2026

Session	Course Content	Lecturer	Hours
1	IP Asset Management	Winston Chan	22 Sep 1900-2200
2	IP Portfolios	Winston Chan	29 Sep 1900-2200
3	IP Audits	Winston Chan	6 Oct 1900-2200
4	IP Due Diligence	Winston Chan	13 Oct 1900-2200
5	IP Exploitation and IP Licensing Strategies (1)	Winston Chan	20 Oct 1900-2200
6	IP Exploitation and IP Licensing Strategies (2)	Winston Chan	27 Oct 1900-2200

IP & Business Strategy
Lecturer: Jeffrey Lim
Dates: 24 September – 29 October 2026

Session	Course Content	Lecturer	Hours
1	Fundamentals of IP Business Strategy	Jeffrey Lim	24 Sep 1900-2200
2	The Organisation's IP Position through Audit	Jeffrey Lim	1 Oct 1900-2200
3	Formulating IP Strategies	Jeffrey Lim	8 Oct 1900-2200
4	IP Strategies to Capture Value and Synthesize Opportunities (1)	Jeffrey Lim	15 Oct 1900-2200
5	IP Strategies to Capture Value and Synthesize Opportunities (2)	Jeffrey Lim	22 Oct 1900-2200
6	Shape the Future by Marketing IP	Jeffrey Lim	29 Oct 1900-2200

IP in the Global Context
Lecturer: Irene Calboli
Dates: 11 August – 15 September 2026

Session	Course Content	Lecturer	Hours
1	The International IP System: Reconciling Territoriality and the Global Economy	Irene Calboli	11 Aug 1900-2200
2	International Protection of Distinctive Signs: Trademarks, Geographical Indications, and Industrial Design	Irene Calboli	18 Aug 1900-2200
3	International Protection of Inventions: Patents and Trade Secrets, Plant Varieties, and Traditional Knowledge	Irene Calboli	25 Aug 1900-2200
4	International Protection of Creative Works: Copyrights and Traditional Cultural Expressions	Irene Calboli	1 Sep 1900-2200
5	International Enforcements and Exhaustion of Intellectual Property Rights	Irene Calboli	8 Sep 1900-2200
6	Group-Based Assignment Presentations	Irene Calboli	15 Sep 1900-2200

IP & Technology-Driven Innovation (elective)
Lecturer: Eric Gan Kok Wah
Dates: 13 August – 17 September 2026

Session	Course Content	Lecturer	Hours
1	R&BD Models and Strategies	Eric Gan Kok Wah	24 Sep 1900-2200
2	Technology Collaboration from a Non-Technical Perspective	Eric Gan Kok Wah	1 Oct 1900-2200
3	The Innovation Ecosystem	Eric Gan Kok Wah	8 Oct 1900-2200
4	Applications of Invention Disclosures	Eric Gan Kok Wah	15 Oct 1900-2200
5	Patent Value and Its Relationship with Invention Disclosures	Eric Gan Kok Wah	22 Oct 1900-2200
6	The Future of IP: Data Assets, AI Governance & Emerging Technologies	Eric Gan Kok Wah	29 Oct 1900-2200

Contemporary Topics in Technology and Business (elective)
Lecturers: Eric Gan Kok Wah, Lau Kong Cheen, James Tan,
Guan Chong, Jiang Zhiying, Ding Ding
Dates: 12 August – 19 October 2026

Session	Course Content	Lecturer	Hours
1	IP Management	Eric Gan Kok Wah	12 Aug 1900-2200
2	4th Industrial Revolution / Disruptive Technologies	Lau Kong Cheen	24 Aug 1900-2200
3	Data Analytics	James Tan	7 Sep 1900-2200
4	AI for Business	Guan Chong	21 Sep 1900-2200
5	Digital Marketing	Jiang Zhiying	5 Oct 1900-2200
6	Financial Innovations & FinTech	Ding Ding	19 Oct 1900-2200

JANUARY SEMESTER
11 January 2027 to 11 June 2027 (Residential Learning)

IP Intelligence
Lecturer: Jack Cheng
Dates: 25 February – 1 April 2027*

Session	Course Content	Lecturer	Hours
1	Relevance of IP Intelligence	Jack Cheng	25 Feb 1900-2200
2	IP Intelligence Approaches	Jack Cheng	4 Mar 1900-2200
3	Evaluating IP Intelligence	Jack Cheng	11 Mar 1900-2200
4	Review IP Intelligence	Jack Cheng	18 Mar 1900-2200
5	Applications of IP Intelligence	Jack Cheng	25 Mar 1900-2200
6	Incorporate Insights from IP Intelligence	Jack Cheng	1 Apr 1900-2200

Licensing IP
Lecturers: James Collison
Dates: 14 January – 18 February 2027*

Session	Course Content	Lecturer	Hours
1	IP Agreements and Introduction to Licensing	James Collison	14 Jan 1900-2200
2	Licensing as a Business Strategy	James Collison	21 Jan 1900-2200
3	IP Negotiation, Principles and Practice	James Collison	28 Jan 1900-2200
4	Copyright Licensing	James Collison	4 Feb 1900-2200
5	Trademark Licensing	James Collison	11 Feb 1900-2200
6	Patent Licensing	James Collison	18 Feb 1900-2200

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Commercialising Innovation
Lecturer: Pete Moores
Dates: 24 February – 31 March 2027*

Session	Course Content	Lecturer	Hours
1	What Have You Got and How Does it Help?	Pete Moores	24 Feb 1900-2200
2	Who Can Benefit?	Pete Moores	1 Mar 1900-2200
3	What's the Value and to Whom?	Pete Moores	3 Mar 1900-2200
4	How Will You Realise the Value?	Pete Moores	8 Mar 1900-2200
5	The Route to Market (1)	Pete Moores	10 Mar 1900-2200
6	The Route to Market (2)	Pete Moores	31 Mar 1900-2200

Patent Information and Search (elective)
Lecturer: Lu Liru
Dates: 15 January – 19 February 2027*

Session	Course Content	Lecturer	Hours
1	Various Relevant Topics on Patent Law	Lu Liru	15 Jan 1900-2200
2	Reviewing Patent Documents from Major Patent Systems	Lu Liru	22 Jan 1900-2200
3	Types of Patent Searches	Lu Liru	29 Jan 1900-2200
4	Using Patent Databases for Patent Searches (1)	Lu Liru	5 Feb 1900-2200
5	Using Patent Databases for Patent Searches (2)	Lu Liru	12 Feb 1900-2200
6	Patent Search Reporting	Lu Liru	19 Feb 1900-2200

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Monetising Innovation: Valuation (elective)
Lecturer: Tyler Capson
Dates: 23 February – 30 March 2027*

Session	Course Content	Lecturer	Hours
1	Classification of Intangible Assets and IP	Tyler Capson	23 Feb 1900-2200
2	Overview of IP Valuation	Tyler Capson	2 Mar 1900-2200
3	IP Valuation Approaches (1)	Tyler Capson	9 Mar 1900-2200
4	IP Valuation Approaches (2)	Tyler Capson	16 Mar 1900-2200
5	Evaluation of IP Valuation Approaches	Tyler Capson	23 Mar 1900-2200
6	Post-Valuation Considerations	Tyler Capson	30 Mar 1900-2200

Applied Research Project
Professors from SUSS, Trainers, WIPO Experts
Dates: January – June 2027*

Date	Course Content	Supervisor	Hours
Week 0 (Jan)	Discuss Project with Supervisor	TBC	2355
Week 3 (Jan)	Submit Project Proposal	TBC	2355
Week 7 (Feb)	Submit Project Development Report	TBC	2355
Week 12 (Apr)	Deadline to Postpone Final Report Submission	TBC	2355
Week 13 (Apr)	Submit Final Project Report	TBC	2355
11 Jun	Submit Final Project Report (Postponed)	TBC	2355

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