

e-LEARNING PROGRAM FOR UNIVERSITIES

Mirja Kuismanen



e-LEARNING FOR UNIVERSITIES

Contents - Channels for Experiences and Research

Mirja Kuismanen
National Board of Patents and Registration of Finland

NATIONAL BOARD OF PATENTS
AND REGISTRATION OF FINLAND

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ON IP AND SMEs
FOR OECD
COUNTRIES
21-23 May 2003

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Improve competence
through

Present s

IPR not included in teaching
or business studies

Objective

To get a course on IPR into university curriculum

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QUESTION

- What should the program be about?
- Lecturer's material?
- Who could be the scriptwriter?
- How to get the text into web format?
- Who are the persons deciding on the content?
- How to catch the interest of students?

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PRODUCTION

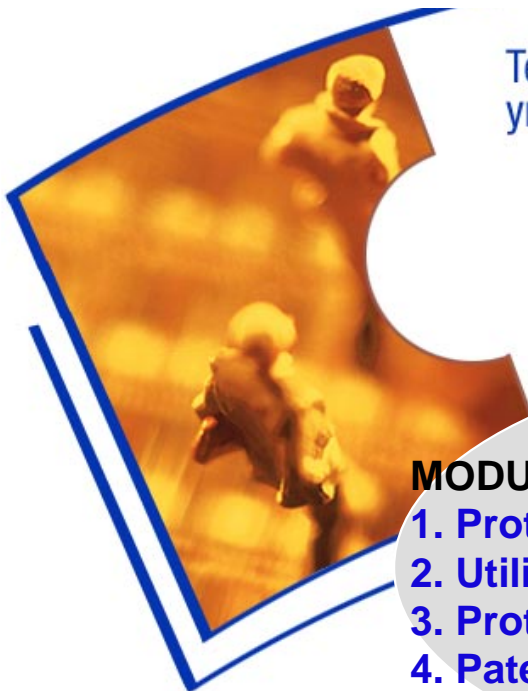
- Guidance from a reviewer
- Manuscript by IP professional
- Graphic design and technical editing by students of media technology
- Project management by NBPR

e-LEARNING MATERIAL TO BE INCORPORATED INTO EXISTING COURSES

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INDUSTRIAL PROPERTY RIGHTS AS A RESOURCE OF THE ENTERPRISE



Teollisoikeudet yrityksen voimavarana

teknologian kaupallistamisessa,
tuotekehityksessä ja kilpailijaseurannassa.

Opiskelua varten tarvitset [käyttäjätunnuksen](#).

MODULES

1. Protection of knowledge and skills
2. Utilization of protection
3. Protection of inventions in practice
4. Patents as a source of information

Teollisoikeudet yrityksen voimavarana - Microsoft Internet Explorer provided by WM-data

Tiedosto Muokkaa Näytä Suosikit Työkalut Ohje

Edellinen Seuraava Pysäytä Päivitä Kotisivu Etsi Suosikit Sivuhistoria Posti Tulosta Muokkaa

Osoite http://patent.prh.fi/patrain/inside.asp?section=4&blockid=Block_21 Siirry

PATENTTI- JA REKISTERIHALLITUS
 ▶▶ patentit tietolähteenä

Patent Information in Product Development

Johdanto

- Patent Information in Competitor Monitoring
- Patent Information in Product Development

Choice and Support of Line of Development
 Systematic Protection
 Assertion of Rights

How to Search for Patent Information?

Glossary

Patentti-informaatio tuotekehityksessä

A patent search conducted in the beginning of a product development project gives you technical information and new ideas. At the same time, you can ensure that the solution being developed does not infringe on someone else's patent.

Competitors

State of the Art
 Novelty

Protection Rights of Others

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QUESTION

- What are the requirements for IPR integration?
- How to motivate teachers to integrate IPR into their course content?
- What are the requirements for course material?

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INTEGRATING EXISTING COURSES

- Entrepreneurship
- Innovation management
- Technology strategy
- Product strategy
- Product development
- Acquisition of technical information

NEW WEB VERSION BY e-LEARNING PROFESSIONALS

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- Technical universities
 - all professors and senior teachers
- Science universities
 - professors of natural sciences, forestry and agriculture
- Business universities
 - professors of entrepreneurship, innovation, business and marketing
- Polytechnics
 - senior teachers of technology, entrepreneurship and marketing

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MARKETING

- Direct marketing
- Articles in professional journals
- Portal of The Finnish Virtual University
- Portal of The Finnish Virtual University
- Innovation agents
- Articles in NBPR client magazine
- NBPR home page

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RESULTS

- Number of registered users
- Student users 70 %
- Use connected to courses
 - entrepreneurship
 - business development
 - product development
 - product design

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KEY OBSERVATIONS

- Difficult to get good results
- Professors' knowledge is not always available
 - material for independent decision making
- Different points of view to the same matter needed
- Marketing is a must
- Professors very independent decision makers



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FUTURE PLANS

- Continue market research
- Feedback from users
- New advanced version

FROM e-LEARNING MATERIAL TOWARDS e-LEARNING ENVIRONMENT

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