

## **SYLLABUS NEGOTIATION**

### *TALKING POINTS*

## **Valuation of Intellectual Property BSAD 8620 Fall 2002**

### **MUST DO**

allocation of 50% of course grade across discrete tasks  
written, signed contract

### **MIGHT DO**

item to be valued  
context of valuation

due dates

interview IP professionals: number and topics

spreadsheets: number and content

graphs: number and content

text: pages of double-spaced on 8.5" x 11" white paper with four margins of 1"

citations: number, type

appendices: number and content

PowerPoint slides: number and content

presentation: minutes and technology

i-biz credit: tasks

e-biz credit: tasks

extra credit