

Michael J. O'Hara
Roskens Hall 502
UNO Omaha NE 68182
(402) 554-2823 (with voice mail)
mohara@mail.unomaha.edu
<http://cba.unomaha.edu/faculty/mohara/web/ohara.htm>

**Office Hours: by appointment,
before class, 5:30 PM Mon. Tues. & Wed.
and after class Mon. Tues. & Wed.**
(typically, office hours are in the classroom)
fax (402) 554-2680

Valuation of Intellectual Property

Fall 2002

BSAD 8620-001 #03595 **Wednesday 6:00 - 8:40 PM RH 118**

COURSE DESCRIPTION: "Intellectual Property (IP) is critical to business success. Accounting, economics, and finance all struggle to quantify "value" of individual IP (e.g., trademark) and bundles of IP (e.g., patent pool). Value depends on the context (e.g., infringement versus depreciation versus sale). This course focuses on application of theory." Prereq.: BSAD 8010 or BSAD 8100 or BSAD 8110 or BSAD 8500, or its equivalent.

GRADED EVENTS:

40% EXAMS

These exams are essay exams, with a set of facts distributed a week prior, and students outlining three and answering of two of three questions asked.

20% Midterm Exam

20% Final Exam

10% CLASS PARTICIPATION

50% RESEARCH PROJECTS

Each student shall negotiate and enter into a written, signed, contract with the professor defining a mutually agreeable structure for the student's research project and its graded elements. Generically, projects will include: [1] identifying a specific dollar value for a specific intangible asset; [2] written output; and [3] a classroom presentation of research results. However, not all projects must include these three elements and might include other elements. *Students pursuing either an e-biz and/or an i-biz concentration must design their projects accordingly.*

TEXTS:

1. Stewart, Thomas A. *The Wealth of Knowledge: Intellectual Capital and the Twenty-First Century Organization*, 1st Edition. Currency Books: N.Y., N.Y., 2001. ISBN: 0-385-50071-8.
2. A personal subscription to a paper copy of the *Wall Street Journal*.
3. *OPTIONAL (on reserve at UNO Library):* Smith, Gordon V. and Parr, Russell L. *Valuation of Intellectual Property and Intangible Assets*. 3rd edition. Wiley Intellectual Property Series. New York: John Wiley & Sons, Inc., 2000. Price is about \$200.

ACADEMIC RESPONSIBILITY:

Any form of academic dishonesty (e.g., plagiarism) earns a course grade of "F".