IP Business School at RCAST as a Frontier of Advanced Professional Education ~ Its domain, Concepts, and Methodologies ~

- ATRIP2003
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Situations we are in

- The reform of higher-education in Japan has been in progress.
- Professional Schools for graduates are to be open from 2004.
  - More than 70 Law Schools are planned to be open in Apr. 2004.
  - Other schools, such as Business school, will be open in the following years.
  - Some are planning IP school as well.
IP business professionals with specialty in one area among R&D, IP to IPR, Business and Litigation, and with broader perspective to overview the whole process.
Needs for IP Business Professionals

**Issues**

- The drain of the base of industry from Japan
- Process of knowledge creation
- Promotion of tech-based venture business

**What is Needed**

- Needs for IP Management and IP Strategy
- Inevitable Process
- Needs for IP professionals who can manage not only one process but whole process
- Needs for integration of Science & Technology and real business

**People required**

- CIPO (Chief IP Officer) at companies
- Strategist with IP knowledge
- CTO (Chief Technology Officer) at venture business
- License Associate at Technology Transfer Office
- Researchers in IP fields
- Patent Attorney
- IP Judge and legal staff
Research Center for Advanced Science and Technology (RCAST)
The University of Tokyo

- Various faculties
- Various institutes & research centers

- Material and Devices
- Information Systems
- Life Sciences
- Research Strategy and Social Systems
- Intellectual Property
Professional Schools in Univ. of Tokyo

Planned graduate school
- MBA
- MOT (20xx?)

Faculty
- Law
- Economics/Business
- Engineering

Issues in graduate school
- 2/3 students should have law major at undergraduate
- Not focusing on IP/Business
- Currently no plan for MBA
- No other schools have “capacity” for IPB education.
- Need for “new” school specialized in IPB
CAST has already started: Advanced Knowledge Management classes for PhD students of Sci. & engi.
RCAST has already started since 2002:

**IPBS** (Open School for certificate)

A half year evening intensive course

Executive program for Professionals
Sex: M: 27名 (80%)、F: 7 (20%)

Age: Average: 40
- 20's: 3 (9%)
- 30's: 16 (47%)
- 40's: 9 (26%)
- 50's: 5 (15%)
- 60's: 1 (3%)

Qualifications:
- PhD or Equivalent: 5 (15%)
- MA, MSc., MBA: 13 (38%)
- BA: 16 (47%)
Student Profiles (2)

* Patent Attorneys: 8 (24%)
* Business Consultants: 4 (12%)
* Engineers in company: 4 (12%)
* Planners in company: 4 (12%)
* IP Officers in Company: 3 (9%)
* Medical Doctors: 2 (6%)
* Government Officials: 2 (6%)
* Judge, Lawyer, CPA, Univ. Professor, TLO associate, Officer in Fund., Journalist,
RCAST will start: IPB Professional Postgraduate School

- Aiming open in Apr. 2004 (MA & PhD equivalent)
- Professional School,
  - not Academic School
- Focus on IP business professional
  - Not Law school
  - Not Business School
  - Not Technology School
- Relates with MOT (Management of Technology)
- Various styles and teaching & learning methodologies
  - Not only lectures
IPB Professional School focus on

- IP business professionals
  - Not Law specialist
  - Not Business specialist
  - Not Technology specialist
  - But Professionals who produce and manage IP business by coordinating these specialists

- Relates with MOT (Management of Technology) education
School Missions

- To create IP business professionals with broader perspective and with global competence through education on law, business management and science & technology
- To become a leading professional school in Japan through providing innovative educational contents, innovative way of educational methodologies and innovative position as educational institution
Student Targets

- Those who have strong will to shape their career in IPB or to change their career into IPB.
  - Those who desire to be CIPO (Chief IP Officer), Business consultant on IPB, Company strategist on IPB, IP-CPA, IP Attorney, CTO familiar with IPB, Patent Attorney familiar with IPB, License associate at TLO, etc.
  - Students must have working experience so that class contribution could be made.
Domains:
Not IP specialist but IPB professional

Provide a broad and various range of education through;
• Setting up business management, law and science & technology as related fields to be educated while IP is set up as the core concept
• Establishing a relationship with other professional schools
We re-organize some educational concepts for developing the new advanced professional education system with various methodologies.

<concepts>
- Knowledge Transfer education
- Learners Centered education
- Mutual Learning & teaching education
  - Learning community
Education Methodologies

Lectures
Seminars
Workshops
Case reading and discussions
Projects
Internship and Externship etc.
Class sessions
e-learning with WBT
Distant learning with DVD
Thank you!!
Please enjoy Japan!