

## Business Development of LS Series @ SCU

Strategy	Patent Law/Licensing/Litigation	Valuation	Negotiation/Contracts	Alliance Mangement
<i>Monday</i> 3/22/2010	<i>Tuesday</i> 3/23/2010	<i>Wednesday</i> 3/24/2010	<i>Thursday</i> 3/25/2010	<i>Friday</i> 3/26/2010
<ul style="list-style-type: none"> <li><i>Strategy Formulation</i></li> <li><i>7S Framework</i></li> <li><i>Stakeholder Analysis</i></li> <li><i>Managing Stakeholders</i></li> <li><i>Porter's Five Forces</i></li> <li><i>SWOT Analysis</i></li> <li><i>Sustainable Comp. Adv.</i></li> <li><i>Changing Organizational Model</i></li> <li><i>Organizational learning</i></li> <li><i>Sustaining Learning</i></li> <li><i>Adaptation</i></li> <li><i>Complex Org. Systems</i></li> </ul>	<ul style="list-style-type: none"> <li><i>Patentability</i></li> <li><i>Patent Process</i></li> <li><i>Technology Transfer</i></li> <li><i>Trademarks/Copyrights</i></li> <li><i>Marketing Exclusivity</i></li> <li><i>Market Entry</i></li> <li><i>Intellectual Property Protection</i></li> <li><i>International IP Law</i></li> <li><i>Patent Litigation</i></li> <li><i>Mediation and Arbitration</i></li> <li><i>Licensing</i></li> <li><i>International IP Law</i></li> </ul>	<ul style="list-style-type: none"> <li><i>Discounted Cash Flows</i></li> <li><i>Net Present Value / IRR</i></li> <li><i>Accounting for Risk</i></li> <li><i>Decision Trees</i></li> <li><i>Framing Tools</i></li> <li><i>Sensitivity Analysis</i></li> <li><i>Model Design</i></li> <li><i>Communication</i></li> <li><i>Monte Carlo Simulation</i></li> <li><i>Options Analysis</i></li> <li><i>Multiple Objectives</i></li> <li><i>Corporate Valuation</i></li> </ul>	<ul style="list-style-type: none"> <li><i>Preparation</i> <i>(inside battle of negotiations)</i></li> <li><i>Diligence</i> <i>(coming up to speed speedily)</i></li> <li><i>Term Sheets</i> <i>(money and more)</i></li> <li><i>Negotiation Styles</i></li> <li><i>Negotiation Tactics</i></li> <li><i>Negotiation Rules</i></li> <li><i>Contracts</i> <i>(devil in the details)</i></li> </ul>	<ul style="list-style-type: none"> <li><i>Role of Alliance Mgmt</i></li> <li><i>Types of Alliances</i></li> <li><i>Alliance Portfolio Mgmt</i></li> <li><i>Launching an alliance</i></li> <li><i>Day-to-Day Interactions</i></li> <li><i>Decision Making</i></li> <li><i>Conflict Resolution</i></li> <li><i>Strategic Stakeholder Mgmt</i></li> <li><i>Reviewing Alliance Performance</i></li> <li><i>Monitoring Results</i></li> <li><i>Alliances Derailed</i></li> <li><i>Terminating the Alliance</i></li> </ul>

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