

Title of course	Valuation of Intangible Assets
Responsible instructor	Prof Dr Mareike Heinemann
Learning objectives	<ul style="list-style-type: none"> ▪ Learn about the importance of intangible assets and intellectual property for a business in conjunction with the ways of legal protection ▪ Know and identify the various types of intangible assets such as marketing-related, technology-related, customer-related, contract-related software, human capital, goodwill ▪ Understand and analyse the different valuation approaches: market approach, income approach and cost approach and the various methods of each approach ▪ Synthesise the various valuation approaches and methods with the different types of intangible assets ▪ Understand the different valuation standards and purposes (such as transactions, tax, legal) and their effect on the valuation exercise ▪ Conduct an analysis of the remaining useful life ▪ Understand the concept of licensing, know the components of negotiations and agreements and analyse the various approaches to derive royalty rates for the respective type of intangible asset ▪ Learn about damages, their reasons and methods of quantification ▪ Know the steps of a purchase price allocation (PPA) and resulting goodwill impairment testing after a business combination
Course contents	<ol style="list-style-type: none"> 1. Introduction 2. Valuation purposes, process, standards, principles and data analysis <ol style="list-style-type: none"> 2.1 Valuation purposes 2.2 Valuation process 2.3 Valuation standards 2.4 Valuation principles 2.5 Data gathering and analysis 2.6 Useful life analysis 3. Valuation approaches and methods <ol style="list-style-type: none"> 3.1 Market approach 3.2 Income approach 3.3 Cost approach 4. Valuation specifics according to the type of intangible asset <ol style="list-style-type: none"> 4.1 Marketing-related intangible assets 4.2 Technology-related intangible assets 4.3 Customer-related intangible assets 4.4 Contract-related intangible assets 4.5 Human capital 5. Licensing <ol style="list-style-type: none"> 5.1 Types of licensing 5.2 Negotiations and agreements 5.3 Quantification of royalty rate 6. Damages <ol style="list-style-type: none"> 6.1 Types of damages 6.2 Reasons for damages 6.3 Quantification of damages 7. Business combinations

	7.1 PPA 7.2 Impairment test
Teaching methods	<ul style="list-style-type: none"> ▪ Lectures ▪ Exercises ▪ Hermeneutic discourses ▪ Maieutic discourses ▪ Discussion ▪ Self-study
Prerequisites	<p>There are no formal requirements. In particular, knowledge of the following compulsory modules is required:</p> <ul style="list-style-type: none"> ▪ Mathematics ▪ Finance and Investment
Suggested reading	<p>Preferably most recent edition:</p> <ul style="list-style-type: none"> ▪ Cohen, J.A., Intangible Assets: Valuation and Economic Benefit, Wiley ▪ Parr, R.L., Intellectual Property: Valuation, Exploitation, and Infringement Damages, Wiley ▪ Reilly, R.F. & Schweihs, R.P., Valuing Intangible Assets ▪ Reilly, R.F. & Schweihs, R.P., Guide to Intangible Asset Valuation, Wiley
Applicability	This course is also applicable to other study programmes in Business or Economics offered by Schmalkalden University of Applied Sciences.
Workload	<p>Total workload: 150 hours, of them:</p> <ul style="list-style-type: none"> ▪ Lecture: 60 ▪ Self-study: 90, of them: <ul style="list-style-type: none"> ▪ Course preparation (in particular reading): 30 ▪ Follow-up: 30 ▪ Exam preparation: 30
ECTS credit points and weighting factor	<p>5 ECTS credit points; Weighting factor: a) Study programmes in Business and Economics and in International Business and Economics: 5/180 b) Study programmes in Economics, in Business Administration and in Business Psychology: 5/210</p>
Basis of student evaluation	<ul style="list-style-type: none"> ▪ Comprehensive written examination, 60 minutes
Time	3 rd – 6 th /7 th semester
Frequency	Generally each academic year
Duration	One semester
Course type	Elective course
Remarks	Teaching language is English.