

Szczegółowe informacje o seminarium ¹		
Temat seminarium:	Measuring intangible assets - methods and tools	
Grupa Kierunków:	Stopień studiów:	Tryb studiów:
	II	stacjonarne
Nazwa Kierunku:	Business and Digital Analytics	
Specjalność:		
Promotor:	Prof. dr hab. Grzegorz Urbanek	
Opis tematyki seminarium:		
<p>In today's knowledge-driven economy, intangible assets play a pivotal role in determining the value and competitiveness of organizations. These assets, which include intellectual property, brand equity, human capital, and relationships, are increasingly recognized as critical drivers of success. However, measuring and valuing intangible assets present unique challenges due to their non-physical nature.</p> <p>The seminar on "Measuring Intangible Assets: Methods and Tools" aims to provide students with a comprehensive understanding of the methodologies and tools utilized in assessing and quantifying intangible assets. Through a combination of theoretical insights and practical applications, participants will come up into the problems of measuring intangibles and learn how to effectively manage and leverage them within organizations.</p> <p>Key topics to be covered in the seminar include:</p> <ul style="list-style-type: none"> · Understanding Intangible Assets: Definition, Types, and Importance · Challenges in Measuring Intangible Assets · Methodologies for Valuing Intangible Assets: Market-based, Cost-based, and Income-based Approaches · Methods of Valuation: Patents, Brands, Customer relations, Technology · Case Studies and Real-world Applications <p>The seminar will be conducted by expert in the field of intangible asset management and valuation, who will share his insights, experiences, and best practices.</p> <p>This seminar offers invaluable knowledge and skills to navigate the complex terrain of intangible asset measurement and management.</p>		
Wymagania/preferencje wstępne dla seminarium		Liczba miejsc:
		6-12

¹ Promotor ma możliwość usunięcia pól / dodania własnych pól w szczegółowych informacjach o seminarium.