



الهيئة السعودية للملكية الفكرية  
Saudi Authority for Intellectual Property

جامعة أم القرى  
UMM AL-QURA UNIVERSITY

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UMM AL-QURA  
UNIVERSITY

# Executive Master's in Intellectual Property, Entrepreneurship, and Innovation (MIPEI)

Makkah , Saudi Arabia

2024

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# Executive MIPEI

## Mission statement:

The Executive Master's in Intellectual Property , Entrepreneurship and Innovation (MIPEI) Degree Program, jointly offered by Umm Al-Qura University (UQU), the World Intellectual Property Organization (WIPO), and the Saudi Authority for Intellectual Property (SAIP), is designed to empower well-rounded graduates equipped with advanced knowledge, skills, and expertise to transform Intellectual Property (IP), entrepreneurship, and innovation, into tangible business assets for competitive advantage. Graduates will have the capacity to generate economic and social value within organizations of various sizes, thereby maximizing the potential of their IP assets. They will also be capable of operating as IP policymakers for development and leadership roles in both public and private sectors.



# Executive MIPEI

## Be Distinctive:

Our approach goes beyond traditional classroom lectures. Through an exclusive partnership, we prioritize hands-on learning to provide aspiring professionals with practical knowledge and skills that evolve into real-world impact.

The program is uniquely designed for professionals in the public and private sector as well as aspiring academics, interested in pursuing a career in the growing field of IP, while fostering an entrepreneurial mindset aligned with global standards.

This world-class curriculum adopts WIPO's distinctive instructional approach, emphasizing experiential learning in the realms of IP, entrepreneurship, and innovation. Specifically tailored to meet market and institutional needs. MIPEI graduates will be equipped with a distinctive mindset, well-equipped for a leading role in both the public and private sector.

# Program overview

The MIPEI program is offering classes during evening and weekend periods. This is to suit the needs of an engaged student body pursuing their careers in conjunction with their academic journey. Students will get UQU's world-class curriculum provided by an industry-leading faculty and taught in a flexible format which makes the MIPEI a unique educational experience and one of the top programs at local as well as international levels.

Mode of study	Full time
Program	Courses and Research Project 42 Credit Hours
Format	In-person and distance learning
Duration	Eighteen Months
Starts	August, 2024
Schedule	Friday and Saturday 3:00PM - 9:00PM
Language	English
Location	On Campus, UQU Saudi Arabia Makkah City
College	College of Judicial Studies and Law in collaboration with College of Business and Economics
Teachers	Classes are taught by eminent academics from the UQU, IP experts from WIPO and from SAIP.
Offered degree	Executive Master's in Intellectual Property, Entrepreneurship and Innovation

# Our Executive MIPEI

## A sure path to success

### 1 Action and experiential learning

UQU offers a robust, rigorous, and unique Executive MIPEI program, with classes and coursework taught based on the experiential model. Fostering the IP management and entrepreneurial potential of our students, this approach aims to shape transformative leaders through active participation in the classroom, emphasizing a hands-on pragmatic learning experience.

### 2 Benefit from international and local partnerships

This program allows students to benefit from valuable partnerships including WIPO and SAIP, to provide our future IP professionals with unparalleled networking and professional opportunities.

### 3 A 360-Degree understanding of IP, entrepreneurship, and innovation

The curriculum encompasses a comprehensive understanding of contemporary IP law and practices, with a focus on innovation and entrepreneurial development. Participants will gain management, leadership, communication, and negotiation skills, with the aim of preparing them for success in IP legal practice.

### 4 Learn from experts

In the Executive MIPEI program, each specialized area is led by experts in the field. Classes are taught by eminent academics from UQU, well-reputed IP professionals from Saudi organizations and IP experts from WIPO. Students receive up-to-date content, diverse educational resources, and materials from both WIPO and UQU. We encourage students to build an enviable network, to gain valuable connections and insights into the sector.



# The Executive MIPEI Curriculum

The program has been meticulously designed to offer a balanced blend of theoretical exploration and enhanced practical application across five distinct levels throughout the program's journey. Covering all key areas necessary to build strong foundation in IP, participants will delve into specialization courses encompassing IP policy, protection, technology transfer, and trademarks.

In parallel, students will actively engage in developing an entrepreneurial attitude and leadership style with solid functional skills and soft interpersonal skills. The curriculum includes courses in strategic management, entrepreneurship and innovation, with emphasis also being placed on design thinking, negotiation and competition, these courses will help students to further solidify their knowledge and understanding in the field.

To further enhance their learning experience, students will be able to tailor their research projects, allowing them to deepen their understanding of their chosen focus areas, or explore complementary disciplines that align with their specific interests and career goals. This approach ensures a comprehensive and customizable educational experience.

# The Executive MIPEI Program Plan

The curricular core is comprised of 13 courses that represent three key areas of development:

1

Foundational knowledge necessary for the study of IP, entrepreneurship, and innovation.

2

Functional knowledge of various aspects of IP, entrepreneurship, and innovation.

3

The role and skills of innovative entrepreneurial leadership

Semester	Courses	Credit points
Semester One	International Intellectual Property Policies and Protection	3
	Legal Professionalism and Ethics	3
	Innovation: from Plan to Product	3
Semester Two	Trademarks law and Practice (Geographic indication+ design law)	3
	Patent Law and Competition Law	3
	Entrepreneurship from A to Z	3
Semester Three	Patent Licensing and Technology Transfer	3
	Strategic Management of Entrepreneurship	3
	Innovation and Design Thinking	3
Semester Four	Scientific Research Methods	3
	Intellectual Property Management	3
	Copyright and Related Rights Law	3
Semester Five	Research Project	6



# Tangible work-life benefits:

1

Gain an  
Interactive  
Learning Journey

2

Think and Act  
Entrepreneurially

3

Expand Your  
Networks

4

Gain Access to  
the IP Ecosystem

# About Umm Al-Qura University

UQU is a government-owned university in the Kingdom of Saudi Arabia, in Meca. Established in 1950, the university offers a diverse range of specializations encompassing technology, management, economics, engineering, medicine, and various applied, social, and engineering sciences.

UQU aspires to create an educational environment that aligns with international standards, positioning itself as a destination for exceptional students and scholars. To achieve this vision, the university upholds five core values:



## Quality and Excellence



## Diversity and Inclusion



## Leadership and Innovation



## Efficiency and Effectiveness



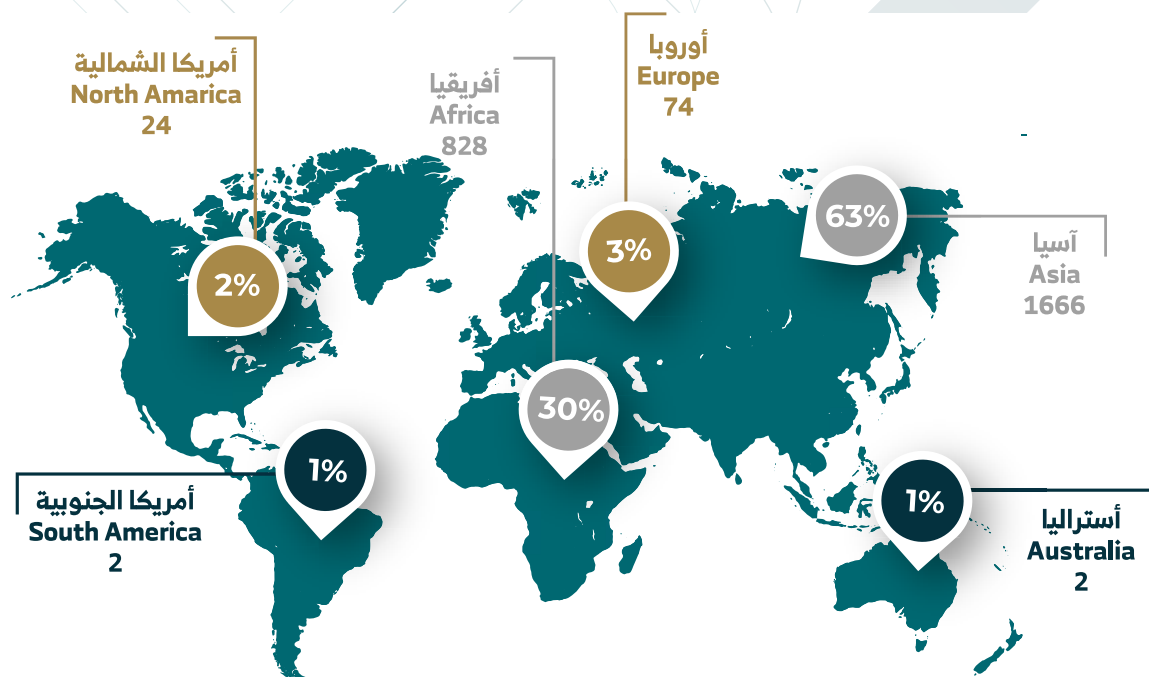
## Belonging and Responsibility

# Diversity and visionaries

## Our international students

Our cutting-edge methodology regarding education is complemented by the diversity of our community.

Students are in constant contact with a variety of academic, ethnic and cultural backgrounds, which challenges preconceived notions and empowers them to think in new, innovative ways.



## Student's experience

### Our alumni say



1 "I confidently chose Umm Al-Qura University for my further studies without a second thought." China



2 "I've never encountered a more transformative period of learning, where I rapidly acquired and seamlessly applied new skills." Russia



3 "At Umm Al-Qura, I was fortunate to discover an incredible community of like-minded individuals among my peers and teachers, making my classes truly enjoyable." Malaysia

# WIPO

WIPO is an intergovernmental organization and specialized agency of the United Nations whose mission is to serve the world's innovators and creators, ensuring that their ideas travel safely to the market and improve lives everywhere. WIPO does so by providing services that enable creators, innovators and entrepreneurs to protect and promote their intellectual property (IP) across borders and acting as a forum for addressing cutting-edge IP issues. WIPO's IP data and information guide decisionmakers the world over. WIPO's impact-driven projects and technical assistance ensure IP benefits everyone, everywhere.

## WIPO Academy

The WIPO Academy is the center of excellence for intellectual property education, training, and skills-building for focusing on WIPO member states, particularly developing countries, least-developed countries (LDCs), and countries in transition. It plays a crucial role in enhancing human capacity in IP, a fundamental aspect of fostering innovation.

[Explore programs](#)





## The Saudi Authority for Intellectual Property (SAIP)

SAIP holds the exclusive mandate for regulating intellectual property in the Kingdom of Saudi Arabia. It is tasked with the comprehensive responsibility of regulating, supporting, developing, sponsoring, protecting, enforcing, and advancing the fields of IP within the Kingdom. SAIP is committed to aligning its activities with international best practices. Notably, it is organizationally linked to the Prime Minister.

## The Academy of SAIP

The Academy is the training arm of the SAIP, playing its main role in the development of human capabilities specialized in the field of intellectual property. The Academy offers a professional methodology and a wide range of high-quality educational and training programs that are both theoretical and applied. These programs cover various specializations in the field of intellectual property through strategic partnerships with leading local and international educational and training entities.

Through these partnerships, the Academy contributes to enhancing the skills and competencies of organizational members, positively impacting various sectors by elevating the level of IP awareness and meeting the increasing needs in alignment with the Kingdom's Vision 2030. The SAIP Academy also spearheads intellectual property initiatives in the Kingdom of Saudi Arabia, the Middle East, and North Africa. For more information about the services of the Academy of the Saudi Authority for Intellectual Property please visit: [saip.gov.sa](https://saip.gov.sa)

# MIPEI application requirements

Undergraduate transcript(s) with a very good grade from an accredited university



An undergraduate degree (accepted candidates will be asked to provide an attested copy of the degree, preferably in law, economics, engineering, medicine, physics, chemistry, or business administration).



2

1



proof of a minimum of 1 year experience of relevant work experience.



Letter of Intent (Personal Statement).

3

4

6

5



Test scores: One of the following (required):

- o TOEFL iBT: 78
- o TOEFL ITP: 550
- o IELTS (Academic): 6

o Applicants with academic degrees from universities from native English speaking countries are exempt from the English language requirements.



Curriculum vitae

# Tuition fees

- Total tuition fees for the program is (140.000 SAR) (37.335 USD) including VAT.
- Application fee (Non-refundable) is 500 SAR (133.30 USD).
- Tuition is not inclusive of the following: Housing/Accommodation, student/dependent visa fees, medical insurance or any other general living costs.





For further information about the program, please contact us via:

Deanship of Graduate Studies and Research (dgs@uqu.edu.sa)



<https://uqu.edu.sa/gs/138265>

Related resources:



<https://www.wipo.int/academy/en/courses/university-partnerships/joint-masters-in-ip.html>