Course description form (syllabus form) – for 1st and 2nd cycle studies

**A. General data**

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| **Name of the field** | | **Content** |
| Course title | | IP strategy for business |
| Organizational unit: | | Faculty of Management |
| Organizational unit where the course is offered: | | Faculty of Management |
| Course ID | |  |
| Erasmus code / ISCED | |  |
| Course groups | |  |
| Period when the course is offered | | 8.03-26.04.2024 |
| Short description | | The course identifies key intellectual property (IP) assets in business (patents, trademarks, trade secrets) and how to develop strategy to boost innovation in companies while managing the inevitable risks. Students will learn how to build and manage IP portfolio. |
| Type of course: | |  |
| Full description | | The course identifies key intellectual property (IP) assets in business (patents, trademarks, trade secrets) and how to develop strategy to boost innovation in companies while managing the inevitable risks. Students will learn how to build and manage IP portfolio. The course highlights the role of IP in innovative business, providing an overview of IP assets and strategies of their management for competitive advantages. Participants will learn how IP is influencing product life cycle. Throughout the course students will learn about the significance of trademarks as a key tool for brand building. The course presents the critical role of inventions in innovative ventures. Additionally, it examines trade secrets and know-how. Participants will gain practical knowledge in the strategic management of IP, including protection strategies and revenue generation and knowledge about basic types of IP contracts, with special focus on licensing agreements and the transfer of rights. |
| Prerequisites | Formal | - |
| Initial | - |
| Learning outcomes | | K\_U04 (Uses a foreign language at the B2+ level of the Common European Framework of Reference for Languages and specialist  terminology in the field of science of management and quality)  K\_W04 (Has knowledge and in-depth understanding of legal regulations regarding the functioning of the organization and the entire  economy)  K\_U02 (Is able to correctly interpret complex technological, social, political, legal, economic, and ecological processes and phenomena  and their impact on the functioning of the organization and the entire economy, using the appropriate selection of sources.) |
| ECTS credit allocation (and other scores) | | 2 |
| Assessment methods and assessment criteria | | Assessment methods and criteria include:  - students’ presence in the classes (40%);  - active participation in the classes (60%). |
| Examination | |  |
| Type of class | | elective course |
| Sposób realizacji przedmiotu | | remote learning |
| Language | | English |
| Bibliography | | * WIPO (2021) Enterprising Ideas: A Guide to Intellectual Property for Startups, <https://www.wipo.int/publications/en/details.jsp?id=4545&plang=EN> * European Commission (2021) Executive Agency for Small and Medium-sized Enterprises, Building stronger intellectual property strategy capabilities – Supporting SMEs to succeed with open innovation, Publications Office of the European Union, <https://data.europa.eu/doi/10.2826/527592> * ITC (2005) Exchanging Value - Negotiating Technology Licensing Agreements: A Training Manual, <https://www.wipo.int/publications/en/details.jsp?id=291&plang=EN> * Grzegorczyk T. (2020) Managing intellectual property: Strategies for patent holders, The Journal of High Technology Management Research Vol 31(1), <https://doi.org/10.1016/j.hitech.2020.100374> * Veugelers, R., Schneider, C. (2018) Which IP strategies do young highly innovative firms choose?. Small Business Economics vol. 50(1), pp. 113–129, <https://doi.org/10.1007/s11187-017-9898-y>. |
| Internship as part of the course | | - |
| Coordinators | | dr hab. Katarzyna Dziewanowska, prof. UW |
| Group instructors | | dr Magdalena Knapp |
| Notes | |  |

**B. Detailed data**

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| **Name of the field** | **Content** |
| Group instructors: | Magdalena Knapp |
| Title | dr |
| Type of class: | elective course |
| Learning outcomes defined for didactic method used during the course | K\_U04 (Uses a foreign language at the B2+ level of the Common European Framework of Reference for Languages and specialist  terminology in the field of science of management and quality)  K\_W04 (Has knowledge and in-depth understanding of legal regulations regarding the functioning of the organization and the entire  economy)  K\_U02 (Is able to correctly interpret complex technological, social, political, legal, economic, and ecological processes and phenomena  and their impact on the functioning of the organization and the entire economy, using the appropriate selection of sources.) |
| Assessment methods and assessment criteria for didactic method used during the course | Attendance and active in-class participation |
| Examination for didactic method used during the course | Assessment methods and criteria include:  - students’ presence in the classes (40%);  - active participation in the classes (60%). |
| Range of content | 1. Introduction – role of intellectual property in innovative business (what is innovation, overview of IP assets, role of management of IP, competitive advantages).  2. Impact of IP on the product life cycle.  3. Trademarks – key tool for brand building.  4. Inventions as the backbone of business.  5. Trade secrets, know how and the role of non-disclosure agreements.  6. Management of IP (protection strategies, revenue generation).  7. IP contracts (licensing agreements, transfer of rights). |
| Didactic methods | Presentation, discussion, individual work, teamwork (e.g. analysis of case law, legal texts or relevant papers on the subject matter) |
| Bibliography | * WIPO (2021) Enterprising Ideas: A Guide to Intellectual Property for Startups, <https://www.wipo.int/publications/en/details.jsp?id=4545&plang=EN> * European Commission (2021) Executive Agency for Small and Medium-sized Enterprises, Building stronger intellectual property strategy capabilities – Supporting SMEs to succeed with open innovation, Publications Office of the European Union, <https://data.europa.eu/doi/10.2826/527592> * ITC (2005) Exchanging Value - Negotiating Technology Licensing Agreements: A Training Manual, <https://www.wipo.int/publications/en/details.jsp?id=291&plang=EN> * Grzegorczyk T. (2020) Managing intellectual property: Strategies for patent holders, The Journal of High Technology Management Research Vol 31(1), <https://doi.org/10.1016/j.hitech.2020.100374> * Veugelers, R., Schneider, C. (2018) Which IP strategies do young highly innovative firms choose?. Small Business Economics vol. 50(1), pp. 113–129, <https://doi.org/10.1007/s11187-017-9898-y>. |
| Group limit |  |
| Time span |  |
| Location |  |