

1	<b>Module name</b> MIM-54730	<b>Strategic intellectual property management</b>	<b>5 ECTS</b>
2	Courses/lectures	SEM: Strategic intellectual property management (2 SWS)	5 ECTS
3	Lecturers	Dr. Peter M. Bican	

4	<b>Module coordinator</b>	Dr. Peter M. Bican	
5	<b>Contents</b>	<p>In the contemporary economic environment, intellectual assets like Know-how, inventions, content, brands, trademarks (forms of intellectual property), contractual agreements etc. are the largest proportion of a firm's total wealth. In technology and innovation management, intellectual property rights can guide firms over the life-cycle of an offering and beyond. And yet, most firms do not proactively manage these assets.</p> <p>Focussing on English speaking countries, a "lifecycle" approach to the management of intellectual property rights is adopted, centering the intellectual property rights management at the heart of strategy and innovation management. Key concepts, theory and practice of intellectual property rights management will be investigated through lecture/class discussion and case study examination, covering firms of all sizes, from small start-ups to large multi-national players.</p> <p>The goal is to deepen the understanding of state-of-the-art strategic intellectual property rights management techniques for sustainable business development and commercialization. Groups will work interdisciplinary.</p> <p>This course includes – where applicable – also guest presentations from visiting lecturers/ industry representatives.</p>	
6	<b>Learning objectives and skills</b>	<p>Students will</p> <ul style="list-style-type: none"> <li>- attain a familiarity with the scientific literature and the ability to connect intellectual property rights with other concepts and theories, eventually embedding intellectual property rights management in the context of technology, marketing, and strategic management,</li> <li>- apply key concepts of strategic intellectual property management in various fields like technology and innovation management, general management, and marketing,</li> <li>- learn to make strategic intellectual property rights decisions as part of an interdisciplinary team (e.g. via assignments)</li> </ul>	
7	<b>Recommended prerequisites</b>	<p>Successfully completed course in technology or innovation management obligatory (at least bachelor level).</p> <p>The course is limited to 50 students. To ensure interdisciplinary teams, there might be restrictions for students of specific fields of studies.</p> <p>Registration for the seminar is only possible at the information meeting. Location and date for the meeting will be announced via UnivIS and the website of the Chair, as well as further details for the application process.</p>	

8	<b>Integration in curriculum</b>	2nd Semester or later
9	<b>Module compatibility</b>	MIBS: Free Specialization Module Master Management: Pflichtbereich II (MIM-5370) (nur für Studierende mit Studienbeginn vor WS 2019/2020) Master Marketing: Wahlpflichtbereich der Modulgruppe „Management“ Master Wirtschaftspädagogik, Studienrichtung I: fachwissenschaftlicher Pflichtbereich; Studienrichtung II: fachwissenschaftlicher Wahlbereich Master Wirtschaftsingenieurwesen: Elective Course (Studienrichtung Management) International Production Engineering and Management: Elective Course
10	<b>Method of examination</b>	Seminar paper and presentation
11	<b>Grading procedure</b>	Presentation (50%), seminar paper (50%)
12	<b>Module frequency</b>	Each semester (except WiSe 2020/21)
13	<b>Workload</b>	Attendance 30 h, Home study: 120 h
14	<b>Module duration</b>	1 semester
15	<b>Teaching and examination language</b>	English
16	<b>(Recommended) reading</b>	Alexander Brem, Petra A. Nylund, and Emma L. Hitchen, (2017) "Open Innovation and Intellectual Property Rights: How do SMEs benefit from Patents, Industrial Designs, Trademarks and Copyrights?", <i>Management Decision</i> , 55/6: 1285-1306, <a href="https://doi.org/10.1108/MD-04-2016-0223">https://doi.org/10.1108/MD-04-2016-0223</a> .  Peter M. Bican, Carsten Guderian, and Anne Ringbeck, (Accepted for Publication) "Managing Knowledge in Open Innovation Processes: An Intellectual Property Perspective", <i>Journal of Knowledge Management</i> .  James G. Conley, Peter M. Bican, and Holger Ernst, (2013) "Value Articulation – A Framework for the Strategic Management of Intellectual Property," <i>California Management Review</i> , 55/4: 102-120.  James G. Conley, Peter M. Bican, and Neil Wilkof, (2013) "Study on Patents and the Public Domain (II) - Impact of Certain Enterprise Practices," <i>World Intellectual Property Organization (WIPO) Discussion Paper</i> , <a href="http://www.wipo.int/edocs/mdocs/mdocs/en/cdip_12/cdip_12_inf_2_rev.pdf">http://www.wipo.int/edocs/mdocs/mdocs/en/cdip_12/cdip_12_inf_2_rev.pdf</a> .