

MAN 6930 Strategic Intellectual Property Management

Instructor	Prof. Karin Hoisl
ECTS	4
Hours/week	2 + self-study
Aim of the module	Strategic Intellectual Property (IP) Management is becoming ever more important. IP management does not simply mean filing and maintaining different forms of intellectual property (patents, trademarks, copyright, or trade secrets) or concluding licensing deals. IP has to be integrated with overall business model design and corporate strategy. This course offers a broad introduction to the types and integrated use of IP. Economic rationales for the increasing contribution of IP rights will be analyzed. Furthermore, it relates IP to current trends in Innovation and Strategic Management like Open Innovation and the development of markets for IP and technology.
Dates	09.09.2026 – 02.12.2026 Lecture: Wednesday, 12:00-13:30 Room: O 145 Heinrich Vetter Hörsaal (Schloss Ostflügel)
Prerequisite	---
Registration	NO
Form of assessment	Written exam (60 Min.)
Semester	HWS
Language	English