

## MAN 693 Strategic Intellectual Property Management

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| <b>Instructor</b>         | Prof. Karin Hoisl                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| <b>ECTS</b>               | 4                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| <b>Hours/week</b>         | 2 + self-study                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| <b>Aim of the module</b>  | 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. |
| <b>Dates</b>              | 10.09.2025 – 03.12.2025<br><br><b>Lecture:</b> Wednesday, 12:00-13:30<br><b>Room:</b> O 145 Heinrich Vetter Hörsaal (Schloss Ostflügel)<br><br><b>Exceptions:</b><br>24.09.2025 ZOOM                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| <b>Prerequisite</b>       | ---                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| <b>Registration</b>       | NO                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| <b>Form of assessment</b> | <b>Written exam (60 Min.)</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| <b>Semester</b>           | HWS                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| <b>Language</b>           | English                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |