

<b>Module: MAN 693 Strategic Intellectual Property Management</b>		
<b>Contents:</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>Learning outcomes:</b> This course helps students develop an understanding of different types of IP rights, enables them to evaluate business situations involving IP rights, and to work up appropriate IP strategies for organizations of different sizes (startups, SMEs, MNEs) or active in different industries.		
<b>Prerequisites:</b> <b>Formal:</b> - <b>Recommended:</b> Basic bachelor-level knowledge on organization and management		
<b>Obligatory registration:</b> no		<b>Further Information on registration:</b> -
<b>Courses</b>	<b>Hours per week</b>	<b>Self-study</b>
Lecture	2	9
ECTS in total		4
<b>Form of assessment</b>	Written exam (60 min.)	
<b>Preliminary course work</b>	-	
<b>Performing lecturer</b>	Prof. Dr. Karin Hoisl* *The course will be taught by a Visiting Lecturer during HWS 2021	
<b>Examiner</b>	Prof. Dr. Karin Hoisl	
<b>Duration of module</b>	1 semester	
<b>Offering</b>	Fall Semester	
<b>Language</b>	English	
<b>Program-specific educational goals</b>	CG 1	
<b>Grade</b>	graded	
<b>Range of application</b>	M.Sc. MMM, M.Sc. Bus. Inf., M.Sc. Bus. Edu., LL.M., M.Sc. Econ.	