

- Faculté des sciences économiques
- www.unine.ch/seco

Management of Intellectual Property and non Tangible Assets (5EN209)

Filières concernées	Nombre d'heures	Validation	Crédits ECTS
Master en développement international des affaires	Cours: 4 ph	cont. continu	6

ph=période hebdomadaire, pg=période globale, j=jour, dj=demi-jour, h=heure, min=minute

Période d'enseignement:

- Semestre Printemps

Equipe enseignante:

PROF JAIYA

Objectifs:

(i) Overall objective/purpose of class room teaching and self-study:

- a) To understand the key role of effective management of intellectual property (IP) assets in the competitiveness of a business in today's world. To begin with, however, it would be important to understand the role of different types of innovations in a business for creation, delivery and extraction of value in the marketplace by the business. The course seeks to help students in understanding the basics of how to make strategic use of IP assets by a business. A basic understanding of the legal basis of the different types of intellectual property rights (IPRs) is needed. The student is not required to develop an in-depth knowledge of the legal system of intellectual property rights. As an analogy, the course seeks to provide the student with basic knowledge and basic skills for using IP assets as business tools, just like when training a person to become the driver of a car, the person is taught to identify problems/situations in which s/he should become a smart user of the services of car mechanics. (and not to make the student an IP lawyer, who is akin to the automobile engineer (who improves a car) or a car mechanic (who repairs a car when it breaks down or advises on and takes preventive maintenance measures to avoid unexpected problems).
b) To understand how to align and integrate business strategy and IP strategy in international business.

(ii) Overall objective/purpose of Group Research Project Report/Case study:

- a) To develop critical analysis skills to evaluate the business process with identification of its competitive strengths and weaknesses;
b) To develop problem-solving and application skills to adapt knowledge of IP asset management to the real world business situations by developing a IP based business strategy in national and international business;
c) To improve communication skills for effective presentation.

Contenu:

- (i) Understand the concepts of innovation, competitive advantage, competitiveness, core competencies, complementary assets, strategy, marketing, branding, knowledge, intangibles, goods-service continuum, profit, risk, entrepreneurship, contracts, partnerships, innovation ecosystems, business ecosystems, business models, trust/credibility, relationships of trust,
(ii) Reference frameworks for Competitive Strategy:
(iii) Knowledge driven economy; factors of production
(iv) Human ingenuity, creativity, inventiveness
(v) Innovation; definition and types; Open Innovation: Licensing of IP
(vi) Product offering: Better fit to customer needs, cheaper and faster than those of competitors. It is said that in today's competitive environment, a large company/business does not defeat a smaller one but a fast company defeats a slower one.
(vii) Elements of a Product; portfolio of products
(viii) Branding, trust and relationships
(ix) Differentiation, Distinctiveness, Uniqueness, Complementary Assets
(x) Build, Buy, Partner paradigm
(xi) Concept of Value Added; Value Creation, Value Delivery, Value Extraction
(xii) Value chain, supply chain/network, fragmentation of the value chain (vs. Vertically integrated or tightly coupled value chain); nodes in a network/ecosystem; supply chain (value network) management
(xiii) Business Life Cycle, Technology Life cycle, Industry Life Cycle, Product Life Cycle
(xiv) Product Portfolio (Experience Goods, Credence Goods); goods-services mix in every offering on the market: Goods increasingly are not sold to the final customer but are a part of a service.
(xv) The multifaceted concept of Risk Management in Business
(xvi) Profit : Book profit; economic profit
(xvii) Costing and pricing of products

Forme de l'évaluation:

P + ES

Documentation:

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VOIR CLAROLINE (mise à jour du contenu au fur et à mesure)

Pré-requis:

Aucun

Forme de l'enseignement:

Face à face + Rapport pour le projet