

1	<b>Modulbezeichnung</b> MIM-57420	<b>Profiting from ideas and inventions – an introduction to intellectual property rights</b>	<b>5 ECTS</b>
2	Lehrveranstaltungen	Profiting from ideas and inventions – an introduction to intellectual property rights (4 SWS)	5 ECTS
3	Lehrende	Dr. Peter M. Bican und Dipl.-Vw. & Dipl.-Kfm. Carsten Guderian	

1.	<b>Module coordinator</b>	Dr. Peter M. Bican
1.	<b>Contents</b>	<p>This course is an online course, which is included in the curriculum of the Virtuelle Hochschule Bayern (VHB). Hence, this course will be conducted online only. No physical attendance is required throughout the course.</p> <p>This course targets students who want to learn how to employ their ideas, inventions, and creativity successfully in the long run, independent of the (business) context. To profit from these, intellectual assets are critical. Thereby, intellectual property (IP) such as know-how, inventions, brands, patents, and trade secrets is oftentimes the largest proportion of a firm's total wealth. Not only in technology and innovation management, IP rights can guide individuals and firms alike over the life-cycle of an offering and beyond. And yet, most firms do not proactively manage these assets.</p> <p>Moreover, knowing, understanding, and applying intellectual property is not limited to firms but crucial for each individual. Entrepreneurs, artists, and other creative people can benefit immensely from dealing with this topic, especially in navigating challenges from digitalization.</p> <p>Focusing on the fundamental basics, this introductory course gives an overview of the different types of IP after portraying their historic background. Theory and central key concepts will alternate with case examples from practice. Examples span a variety of fields and types. Besides insights into application of IP rights within the business context, thematic excursions will dive into areas of entrepreneurship, emerging markets, and the digital economy and their specific application of IP.</p> <p>The key learning of this course is to deepen the understanding of intellectual property rights and their great relevance throughout daily life and in today's business world. Making use of the advantages of an online course format, this course also includes a variety of interactive and game elements as well as videos to train and deepen the course contents.</p>
2.	<b>Learning objectives and skills</b>	<p>Students will:</p> <ul style="list-style-type: none"> <li>- Acquire a basic understanding of the different types of IPRs, their interplay, and differentiation.</li> <li>- Learn to understand and evaluate their practical application before and within different organizational, regional, and contextual backgrounds.</li> <li>- Familiarize with the functioning of intellectual property, its historic roots, and the role of intellectual property in society.</li> </ul>

		<ul style="list-style-type: none"> <li>- Apply their knowledge of intellectual property rights in case studies.</li> <li>- Analyze IP problems and cases, and apply decisions and recommendations.</li> </ul> <p>Become familiar with the scientific literature about IPR in various (business) contexts.</p>
3.	<b>Recommended prerequisites</b>	None
4.	<b>Integration in curriculum</b>	1st semester or later
5.	<b>Module compatibility</b>	Master Management: Vertiefungsbereich Master Wirtschaftspädagogik, Studienrichtung I: Wahlbereich
6.	<b>Method of examination</b>	Seminar paper and presentation
7.	<b>Grading procedure</b>	Oral presentation (50%), seminar paper (50%)
8.	<b>Module frequency</b>	Each semester (WiSe and SoSe)
9.	<b>Workload</b>	Attendance: 45 h Self-study: 105 h
10.	<b>Module duration</b>	1 semester
11.	<b>Teaching and examination language</b>	English
12.	<b>Recommended reading</b>	<p>Bican, P.M., Guderian C.C., &amp; Ringbeck A. (2017). Managing Knowledge in Open Innovation Processes: An Intellectual Property Perspective. <i>Journal of Knowledge Management</i>, 21 (6), 1384-1405.</p> <p>Brem, A. &amp; Nylund, P. (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.</p> <p>Brem, A. Nylund, P. &amp; Schuster, G. (2016). Innovation and de facto standardization: The influence of dominant design on innovative performance, radical innovation, and process innovation. <i>Technovation</i>, 50–51, 79-88.</p> <p>Conley J.G., Bican, P.M., &amp; Ernst H. (2013). Value Articulation – A Framework for the Strategic Management of Intellectual Property. <i>California Management Review</i>, 55 (4) (Summer 2013), 102-120.</p> <p>Conley J.G., Bican, P.M., &amp; Wilkof N. (2013). Study on Patents and the Public Domain (II) - Impact of Certain Enterprise Practices, World Intellectual Property Organization (WIPO) Discussion Paper. <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>.</p>