

Paradigm shifts in industrial management and economics

Production → Innovation economics
 Static → Dynamic micro theory
 Low → High importance of IP



Course purpose

This course aims to familiarize students with general problems and principles behind intellectual property (IP) based corporate governance and IP management, particularly focusing on training students in the application of strategic and economic thinking to managerial problems in a strategic context.

Learning from:

- Lectures
- Literature
- Exercises
- Assignments
- Negotiation games
- Guest lecturers from industry
- Q&As



Grading based on:

- Final written exam
- Bonus points from mid-term exam ('dugga')
- Bonus points from case work

Lecture block D (preliminary):

- Tuesdays 08-12
 - Wednesdays 08-10
 - Fridays 08-12
- (these time slots will not be used entirely)



Faculty:

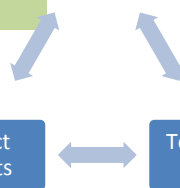
Prof. Ove Granstrand (top left)
 Marcus Holgersson (bottom left)
 Thomas Ewing (bottom right)



Financial Markets

Product Markets

Technology Markets



Examples of your skills after the course:

- Apply economic tools and concepts to your business problems
- Formulate IP strategies for technology-based firms
- Value technologies and patents
- Negotiate licensing deals
- Evaluate different financing options for your business

Learn how to:

1. Identify and analyze (qualitatively and quantitatively) IP issues and formulate international IP strategies in the context of new technologies and innovations at company and business level.
2. Identify and analyze IP policy issues in the context of technology and innovation policies at international macro level.
3. Formulate and utilize key models, methods and tools, qualitative as well as quantitative, for strategic managerial and economic IP analysis, and interpret results therefrom.
4. Apply and combine different disciplinary perspectives from management, economics, law and technology (MELT) when solving strategic technology-related business problems.
5. Apply an interdisciplinary toolbox and methodology ('MELT-analysis') in the analysis and decision-making related to strategic technology-related business problems.
6. Negotiate IP-related deals.
7. Recognize and understand international IP law in connection to technology-based businesses.
8. Communicate and interact with professionals from various disciplinary backgrounds in IP management.
9. Read professional material related to strategic management and economics of IP with its key concepts and distinctions.

Course modules

The course comprises a number of modules:

- IP Law
- IP History and Future
- IP and Innovation Economics
- IP, Technology and Business Strategies
- IP and Technology Management
- IP Toolbox
 - Patent Information Analysis
 - IP Valuation
- License and Damage Calculations
- IP and Business Financing

Contact information:

Ove Granstrand
 +46-31-7721209, ovegra@chalmers.se
 Marcus Holgersson
 +46-31-7725288, marhol@chalmers.se

