

MGT-404

Management of intellectual property

de Rassenfosse Gaétan

Cursus	Sem.	Type
Management, Technology and Entrepreneurship minor	E	Opt.
Managmt, tech et entr.	MA2, MA4	Opt.

Language of teaching	English
Credits	2
Session	Summer
Semester	Spring
Exam	Oral
Workload	60h
Weeks	14
Hours	2 weekly
Courses	2 weekly
Number of positions	

Remark

Special schedule. See the MTE website: <https://go.epfl.ch/mte>

Summary

This class provides an introduction to the management of intellectual property (IP), primarily patents. It relies on formal lectures, case studies, speakers, and a project.

Content

The topics covered include, but are not limited to:

- The economic rationales for IP protection
- Overview of the types of IP rights
- Use of IP to finance innovation
- Licensing and litigation case studies
- Understanding patent documents

Keywords

innovation, intellectual property, patent, trademark, strategy

Learning Prerequisites**Recommended courses**

- SHS class MGT303 by the same teacher is a helpful introduction.
- MGT-411 (Innovation management) and MGT-414 (Technology & innovation strategy) are useful complements.

Learning Outcomes

By the end of the course, the student must be able to:

- Explain key concepts related to IP
- Examine the IP strategy of a firm
- Advise on matters related to IP
- Analyze a patent document

Transversal skills

- Plan and carry out activities in a way which makes optimal use of available time and other resources.
- Take account of the social and human dimensions of the engineering profession.
- Demonstrate the capacity for critical thinking
- Make an oral presentation.
- Communicate effectively, being understood, including across different languages and cultures.

Teaching methods

The teaching method involves a mix of formal lectures, case studies, external speakers, and project work.

Expected student activities

- Attending lectures
- Doing a project
- Reading written material
- Preparing case studies
- Debating/arguing

Assessment methods

- Class participation (submission of cases + debates): 25%
- Project (slide deck + presentation in class): 25%
- Oral exam: 50%

Supervision

Office hours	Yes
Assistants	Yes
Forum	Yes

Resources

Virtual desktop infrastructure (VDI)

No

Notes/Handbook

Slides will be provided when possible. Students are encouraged to take notes.

Moodle Link

- <https://moodle.epfl.ch/enrol/index.php?id=12801>