

Academic Year: (2019 / 2020)

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Department assigned to the subject: "Conde de Campomanes" Institute of Entrepreneurial and Family Business

Coordinating teacher: FERNANDEZ RODRIGUEZ, ZULIMA MAGDALENA

Type: Compulsory ECTS Credits : 3.0

Year : 1 Semester : 1

OBJECTIVES

CAPABILITIES

CE8 Ability to apply the tools of innovation management and assess the implications of decisions on aspects of protection of intellectual and industrial property

LEARNING OUTCOMES

Recognize the capabilities associated with entrepreneurship, analyzing the requirements derived from business activities.

Define the opportunity of creation of a business, assessing the impact on the environment and incorporating ethical values.

Activities for the establishment of a company, by choosing the legal form and identifying the associated legal obligations.

DESCRIPTION OF CONTENTS: PROGRAMME

Part 1. Innovation

Concept, sources and types of Innovation

Technology transfer in biomedicine environments: University, hospitals and private institutions

Innovation Management

Innovation financing

Part 2. Intellectual property rights

Intellectual property rights

Principles of IPR law (national, European, international)

Protecting Innovation: patents, trademarks, copyrights, trade secrets

Management of intellectual property. Economic aspects. Software and literary creation.

Part 3. Entrepreneurship: creation and start-up of a business.

LEARNING ACTIVITIES AND METHODOLOGY

Theoretical lectures, which will consist in systematic explanations of the main concepts and analytical frameworks underlying the different topics covered along the course. Students will be given the appropriate bibliographic references in advance, so that they can study and prepare for each session.

Practical sessions, during which students will analyze real-life case studies applying the contents previously explained in the theoretical lectures. Active participation is expected from the students.

Finally, the students will develop a business plan for a technological startup, in which they will apply the course contents to an original business project.

ASSESSMENT SYSTEM

% end-of-term-examination/test: 40

% of continuous assessment (assignments, laboratory, practicals...): 60

End-of-term written exam: 40%

Case studies: 30%

Business model: 30%

BASIC BIBLIOGRAPHY

- Rodríguez Márquez, Nieto, M.J.A.Fernández, Z., y Revilla Castejón, A. Manual de Creación de Empresas, Civitas-Thompson Reuters, 2014

- Schilling, M.A. Strategic Management of Technological Innovation, McGraw-Hill, 2013

ADDITIONAL BIBLIOGRAPHY

- Dodgson, M, Philips, N., y Gann, D. M. (Eds) The Oxford Handbook of Innovation Management, Oxford University Press, 2014

- Castle, D. The Role of Intellectual Property Rights in Biotechnology Innovation, Edward Elgar Publishing, 2009

- Westland, J.C. Global Innovation Management, Palgrave, 2016