



COURSE NAME: MODELOS PARA LA EXPLOTACIÓN COMERCIAL DE LA INNOVACIÓN		
MASTER: MÁSTER EN INICIATIVA EMPRENDEDORA Y CREACIÓN DE EMPRESAS	ECTS: 3	SEMESTER: 2nd
Profesor/a: (Coordinador) Lluís Santamaría Sánchez		

Course Timetable (detailed version)								
WEEK	SESSION	DETAILED COURSE SESSION	GROUP (Mark X)		Extra facilities on request (i.e. computer lab)	STUDENT WORK DURING THE WEEK		
			1	2		DESCRIPTION	Lecture contact hours	HOURS WORK PER WEEK MAX. 7 H.
1	1	Economic benefits from innovation: complementary assets, appropriability regime and type of knowledge	X			Readings and case resolution	3	5
2	2	Capturing results from innovation: legal and strategic mechanisms	X			Readings and case resolution	3	6
3	3	Positioning of the innovator-entrepreneur in the market: competition versus collaboration	X			Readings and case resolution	3	6
4	4	Relevance of collaboration: theoretical arguments and empirical evidence. The dark side of collaboration	X			Readings and case resolution	3	6
5	5	Exploitation models based on technology transfer	X			Readings and case resolution	3	6



6	6	Open innovation model: key dimensions	X			Readings and case resolution	3	6
7	7	Exploitation of radical innovations: challenges and solutions	X			Readings and case resolution	3	6
8			X			Final essay and preparation of the exam	3	10
								75