



COURSE: INTELLECTUAL PROPERTY RIGHTS, INNOVATION AND MANAGEMENT OF BIOMEDICAL COMPANIES

DEGREE: INGENIERÍA BIOMÉDICA

YEAR: 2017-2018

TERM: 2º

WEEKLY PLANNING

WEEK	SESSION	DESCRIPTION	GROUPS (mark X)				WEEKLY PROGRAMMING FOR STUDENT		
			LECTURES	SEMINARS			DESCRIPTION	CLASS HOURS	HOMEWORK HOURS (Max. 7h week)
1	1	Course presentation. Introduction to the course contents and assessment. Basic concepts of management in the biomedical industry	X				Active class participation. Study of assigned material. Resolution of assigned exercises.	1,5	3
1	2	Discussion of assignments and student projects		X			Study, exercise resolution, case preparation, individual and group assignments.	1,5	

2	3	Topic 1.1 Nature of the firm and the role of strategy: The nature of the firm and the role of managers The role of strategy: creating and sustaining competitive advantage The nature and sources of business opportunities: the role of strategic analysis	X				Active class participation. Study of assigned material. Resolution of assigned exercises.	1,5	6
2	4	Practical application. Topic 1.1		X			Study, exercise resolution, case preparation, individual and group assignments.	1,5	
3	5	Topic 1.2 Business models: concept, components and applications, Business models in the biomedical industry	X				Active class participation. Study of assigned material. Resolution of assigned exercises.	1,5	6
3	6	Practical application. Topic 1.2		X			Study, exercise resolution, case preparation, individual and group assignments.	1,5	
4	7	Topic 2.1 Formulating and Implementing Technological Innovation Strategy: Sources of Innovation Types and Patterns of Innovation Standards Battles and Design Dominance	X				Active class participation. Study of assigned material. Resolution of assigned exercises.	1,5	6
4	8	Practical application. Topic 2.1		X			Study, exercise resolution, case preparation, individual and group assignments.	1,5	
5	9	Topic 2.2 Timing of Entry Collaboration Strategies Managing the New Product Development Process Measuring Innovation success: a quantitative approach with applications in the biomedical industry	X				Active class participation. Study of assigned material. Resolution of assigned exercises.	1,5	6
5	10	Practical application Topic 2.2		X			Study, exercise resolution, case preparation, individual and group assignments.	1,5	

6	11	Topic 3.1 Intellectual property rights and technology exploitation Intellectual property rights in innovation systems Intellectual property management in biotechnology Protecting Innovation	X				Active class participation. Study of assigned material. Resolution of assigned exercises.	1,5	6
6	12	Practical application Topic 3.1		X			Study, exercise resolution, case preparation, individual and group assignments.	1,5	
7	13	Topic 3.2 Principles of IPR law (national, European, international) Protecting Innovation: IPRs and the protection of biomedical technologies	X				Active class participation. Study of assigned material. Resolution of assigned exercises.	1,5	6
7	14	Presentations of final assignments		X			Presentations	1,5	
Subtotal 1								21	39
Total 1 (Hours of class plus student homework hours between weeks 1-14)								60	
8		Tutorials, handing in, etc							
9		Final Exam							
10								3	9
11									
Subtotal 2								3	9
Total 2 (Hours of class plus student homework hours between weeks 8-11)								12	
TOTAL (Total 1 + Total 2)								72	