

## DESCRIPTION OF ELECTIVE COURSE

<b>Name of the school :</b> Haute école de gestion de Genève	<b>Academic Year:</b> 2025-2026
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FIRST PART: DESCRIPTION OF MODULE	
<b>1. Domain</b>	Business and Services
<b>2. Department</b>	International Business Management
<b>3. Course name</b>	<b>Innovation and Intellectual Property</b>
<b>4. Code</b>	31037
<b>5. Type of education</b>	<input checked="" type="checkbox"/> Bachelor <input type="checkbox"/> Master <input type="checkbox"/> MAS <input type="checkbox"/> <input type="checkbox"/> DAS / CAS / single days
<b>6. Number of ECTS Credits</b>	<b>5</b>
<b>7. Prerequisites</b>	<input checked="" type="checkbox"/> Validation of the modules in semesters 1 and 2 <input checked="" type="checkbox"/> Attendance of the modules in semesters 3 and 4 for full-time students, and semesters 5 and 6 for part-time students <input type="checkbox"/> .....
<b>8. Teaching language</b>	<input type="checkbox"/> French <input type="checkbox"/> German <input checked="" type="checkbox"/> English <input type="checkbox"/> Other : .....
<b>9. Objectives</b>	<p>Successful firms of today and tomorrow rely more and more on innovation to reach and maintain this status. Nowadays, innovation happens within the boundaries of the firm in many different and complementary ways. Firms and entrepreneurs innovate in their products, production processes, organizational setups, and marketing strategies by exploring and exploiting different sources of knowledge, which are combined in their creative process.</p> <p>To mitigate the risks associated with the process of innovating, firms make use of formal and informal intellectual property (IP) rights – such as patents, trademarks, or trade secrets – and increasingly employ them in a strategic manner. Sophisticated use of intellectual property allows firms to trade intangible assets, secure markets, cooperate in research and development with academic partners, or establish technological alliances with competitors. All of which brings a policy perspective to the phenomenon of innovation.</p> <p>This course aims at providing the students with the economic theory, management conceptual framework, and practical toolkit to understand and analyze the creative process leading to innovation and related intellectual property within the boundaries</p>

	<p>of the modern-day firm and under different policy contexts.</p> <p>The course also introduces students to the various intellectual property rights (copyright law, patent law, trademark law, and design law).</p> <p>At the end of this course, students should be able to:</p> <ul style="list-style-type: none"> <li>• Understand the basic concepts of the economics of innovation &amp; apply them to the reality of business practices</li> <li>• Assess the economic risk and potential associated with innovation</li> <li>• Understand the role and limits of IP to set efficient innovation strategies</li> </ul>
<p><b>10. Contents</b> <i>(General themes and descriptions, the accurate content may change)</i></p>	<p>The topics covered during the course are:</p> <ul style="list-style-type: none"> <li>• Introduction to Economics of Innovation and IP</li> <li>• Innovation inside the firm</li> <li>• Basic Microeconomics principles behind innovation</li> <li>• Innovation outside the firm:             <ul style="list-style-type: none"> <li>○ Innovation ecosystems</li> <li>○ Open innovation</li> <li>○ Knowledge free-riding and externalities</li> </ul> </li> <li>• Introduction to IP Law             <ul style="list-style-type: none"> <li>○ Inventions: Patents, Utility models &amp; Trade secrets</li> <li>○ Branding: Designs, Trademarks, Certifications &amp; Geographical indicators</li> <li>○ Creative works: Copyrights &amp; Copyleft (creative commons)</li> </ul> </li> <li>• Basic Microeconomics principles behind IP</li> <li>• IP strategy</li> <li>• Intangible asset value (Theory &amp; Practice)</li> <li>• Measuring Innovation</li> </ul>
<p><b>11. Evaluation</b></p>	<p>The grading of the module shall be based on:</p> <ul style="list-style-type: none"> <li>• A written exam in at the end of the semester; <b>and</b></li> <li>• Mid-term assessments during weeks 1 to 15 according to the decision of the instructor.</li> </ul> <p>(The methods and weightings are communicated by the instructor before the evaluations)</p>
<p><b>12. Remediation/repetition</b></p>	<p><input checked="" type="checkbox"/> Compulsory remediation if the module grade is between 3.5 and 3.9 / 6. When subject to a remediation, only the grade of the remedial exam will be taken into account (maximum grade 4.0). A repeated module cannot benefit from a remedial exam.</p> <p><input type="checkbox"/> No remediation</p>
<p><b>13. Coordinator / main instructor</b></p>	<p>Julio Raffo</p>

<b>SECOND PART: LOCATION OF THE MODULE IN THE STUDY PLAN</b>	
<b>14. Level</b>	<input type="checkbox"/> Basic module <input type="checkbox"/> Advanced module <input checked="" type="checkbox"/> Specialized module <input type="checkbox"/> Other: .....
<b>15. Characteristics</b>	<input checked="" type="checkbox"/> Module is mandatory (which could lead to final dismissal from the program, cf. art.15, al.1, « Statut des étudiant-e-s bachelor »)
<b>16. Type</b>	<input checked="" type="checkbox"/> Main module <input type="checkbox"/> Module linked to main module <input type="checkbox"/> Optional module <input type="checkbox"/> Other: .....
<b>17. Time organization</b>	<input checked="" type="checkbox"/> Module over 1 semester <input type="checkbox"/> Module over 2 semesters <input type="checkbox"/> Spring semester <input checked="" type="checkbox"/> Fall semester <input type="checkbox"/> Other