

DESCRIPTION OF ELECTIVE COURSE

Name of the school : Haute école de gestion de Genève	Academic Year: 2026-2027
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FIRST PART: DESCRIPTION OF MODULE	
1. Domain	Business and Services
2. Department	International Business Management
3. Course name	Innovation and Intellectual Property (IP)
4. Code	31037
5. Type of education	<input checked="" type="checkbox"/> Bachelor <input type="checkbox"/> Master <input type="checkbox"/> MAS <input type="checkbox"/> <input type="checkbox"/> DAS / CAS / single days
6. Number of ECTS Credits	5
7. Prerequisites	<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"/>
8. Teaching language	<input type="checkbox"/> French <input type="checkbox"/> German <input checked="" type="checkbox"/> English <input type="checkbox"/> Other :
9. Objectives	<p>Successful firms today increasingly rely on innovation to create and sustain competitive advantage. Innovation occurs within organizations in many complementary ways, through new products and services, improved production processes, innovative organizational structures, and novel marketing strategies. Firms and entrepreneurs draw on multiple sources of knowledge and combine them creatively to develop innovative solutions.</p> <p>Because the innovation process involves significant uncertainty and risk, firms rely on both formal and informal intellectual property (IP) protection mechanisms—such as patents, trademarks, copyrights, and trade secrets—to safeguard and leverage their innovations. Increasingly, intellectual property is used strategically to trade intangible assets, secure market positions, collaborate with academic institutions, and form technological alliances, even with competitors. These developments also highlight the growing importance of public policy and regulatory frameworks in shaping innovation ecosystems.</p> <p>This course provides students with the economic foundations, managerial frameworks, and practical tools needed to understand and analyze innovation</p>

	<p>processes and the strategic management of intellectual property within modern organizations.</p> <p>Students will also gain an introduction to the main forms of intellectual property protection, including patents, trademarks, copyrights, and design rights, and how they support innovation strategies.</p> <p>At the end of this course, students should be able to:</p> <ul style="list-style-type: none"> • Understand the fundamental concepts of the economics of innovation and apply them to the real-world business contexts • Evaluate the economic risks and opportunities associated with innovation activities • Understand the role, strategic value, and limitations of IP in supporting innovation strategies
<p>10. Contents <i>(General themes and descriptions, the accurate content may change)</i></p>	<p>The course covers the following topics:</p> <ul style="list-style-type: none"> • Introduction to the economics of innovation and IP • Innovation within the firm: organizational processes and knowledge management • Microeconomics foundations of innovation • Innovation beyond the firm: <ul style="list-style-type: none"> ○ Innovation ecosystems and networks ○ Open innovation models ○ Knowledge spillovers, free-riding, and externalities • Introduction to IP Law <ul style="list-style-type: none"> ○ Inventions: patents, utility models and trade secrets ○ Branding and designs: Trademarks, industrial designs, certifications and geographical indications ○ Creative works: copyrights and open licensing (i.e., Creative Commons) • Microeconomics foundations of IP <ul style="list-style-type: none"> ○ Strategic management of IP ○ Valuation of intangible assets: theory and practice • Indicators and methods for measuring Innovation performance <p>This course is particularly relevant for students interested in entrepreneurship, intrapreneurship, (corporate) innovation management, technology commercialization, consulting, and intellectual property strategy.</p>
<p>11. Evaluation</p>	<p>The grading of the module shall be based on:</p> <ul style="list-style-type: none"> • A written exam in at the end of the semester; and • Mid-term assessments during weeks 1 to 15 according to the decision of the instructor. <p>(The methods and weightings are communicated by the instructor before the evaluations)</p>

12. Remediation/repetition	<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. <input type="checkbox"/> No remediation
13. Coordinator / main instructor	Alessio Muscamera
SECOND PART: LOCATION OF THE MODULE IN THE STUDY PLAN	
14. Level	<input type="checkbox"/> Basic module <input type="checkbox"/> Advanced module <input checked="" type="checkbox"/> Specialized module <input type="checkbox"/> Other:
15. Characteristics	<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 »)
16. Type	<input checked="" type="checkbox"/> Main module <input type="checkbox"/> Module linked to main module <input type="checkbox"/> Optional module <input type="checkbox"/> Other:
17. Time organization	<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