



## Syllabus

Academic Year	2024/2025
Program	Business Administration
course	Intellectual Property Rights
Term	I semester
Year	3
SSD	IUS/04
Credits	6

### INSTRUCTIONAL GOALS

Because of the intrinsically volatile nature of knowledge and information, in the current economic setting intellectual property rights have gone a long way towards becoming the pillars of the knowledge economy and powerful leverages in the hands of managers. Whether advocating open innovation or traditionally close innovation models, virtually every economic sector, every industry and entrepreneurial activity (regardless of the size, from start-up to established MNC) and institutions of any dimension deal with intellectual property, from life sciences and clean technologies, to pharmaceuticals, agri-food, fashion and luxury, and entertainment.

This course is aimed at providing students with a basic and operational knowledge of topics in intellectual property and the transfer of technology as a critical disciplinary endowment for future managerial decisions in high-tech, knowledge-intensive industrial sectors, and services, as well as in traditional industries. The course will hinge on the fundamental legal notions about intellectual property protection, but it will also move forward, along the lines of a marked law-and-business approach, in mixing legal, technological, and economic views to make students acquainted with the complexities of institutional decision-making when intangible assets are involved.

### INTENDED LEARNING OUTCOMES

They describe what a learner is expected to know, understand and be able to demonstrate after completion of a learning path.

#### **Knowledge and understanding:**

As a result of this course, the student will have fairly complete knowledge of the regulatory framework governing intellectual property rights at the regional and international level.

#### **Applying knowledge and understanding:**

Students will be able to apply substantive and procedural notions to solve cases of particular complexity that involve the management of intellectual property rights in the corporate context.

#### **Making judgments:**

Students will be able to elaborate autonomously on issues concerning the management of intellectual property rights in the business field.

#### **Communications Skills:**

This course will give the students the possibility to acquire major terms and concepts in the field and to communicate with detailed and adequate language.



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	<p><b>Learning skills:</b></p> <p>This course will contribute to empower learners giving them the tools to address the complex issues related to Intellectual Property Rights.</p>
Pre-requisites	None
Course content	<p>In this course, we will deal with organizational design as a managerial approach to demands for change in the organization. The theoretical basis is the multi-contingency and information processing approach and its application in defining the contingencies of organization design (i.e., Diamond Model). In applying this model, we will take into consideration multiple contingencies and their strategic and organizational fits: a fit is a match between the organization and its environment, strategy, technology, management style or knowledge, and information structure. This perspective provides management with an opportunity to assess the organization's design and change it regularly.</p> <p>In analyzing all these contingencies, we will focus on the processes and mechanisms, both at the individual and organizational levels. Finally, we will focus on the new perspectives to study organizations – such as organizational neuroscience - by analyzing its benefits and downfalls in organizational studies and by adopting a critical perspective.</p>
Reference Books	<p>Massimiliano Granieri, Intellectual Property for Managers. Law, Practice and Strategy, Luiss University Press, II edition (2021).</p> <p>Additional papers on specific topics not covered in the book will be made available through the LUISS Learn platform for each module they refer to.</p>
Teaching Methods	<p>The course is based on lectures and also on discussions of cases with students. Participation is encouraged and interactions on class topics are part of the teaching methodology.</p>
Assessment	<p>Case study discussion and home assignment: 70%. Final exam 30% of the final grade.</p> <p>Assessment is based on the analytical accurateness, correct application of notions learned, appropriate terminology, and rigorous reasoning.</p>

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