

## Subject card

|                                             |                                                                                                                                                                                                             |                                                          |                                         |                                     |                                                |            |     |
|---------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------|-----------------------------------------|-------------------------------------|------------------------------------------------|------------|-----|
| Subject name and code                       | Intellectual Property Management Strategies, PG_00170197                                                                                                                                                    |                                                          |                                         |                                     |                                                |            |     |
| Field of study                              | International Economic Relations                                                                                                                                                                            |                                                          |                                         |                                     |                                                |            |     |
| Date of commencement of studies             | October 2025                                                                                                                                                                                                |                                                          | Academic year of realisation of subject |                                     | 2026/2027                                      |            |     |
| Education level                             | Master's studies                                                                                                                                                                                            |                                                          | Subject group                           |                                     | Obligatory subject group in the field of study |            |     |
| Mode of study                               | full-time studies                                                                                                                                                                                           |                                                          | Mode of delivery                        |                                     | at the university                              |            |     |
| Year of study                               | 2                                                                                                                                                                                                           |                                                          | Language of instruction                 |                                     | Polish                                         |            |     |
| Semester of study                           | 4                                                                                                                                                                                                           |                                                          | ECTS credits                            |                                     | 2.0                                            |            |     |
| Learning profile                            | academic                                                                                                                                                                                                    |                                                          | Assessment form                         |                                     |                                                |            |     |
| Conducting unit                             |                                                                                                                                                                                                             |                                                          |                                         |                                     |                                                |            |     |
| Name and surname of lecturer (lecturers)    | Subject supervisor                                                                                                                                                                                          |                                                          | dr Jerzy Podlewski                      |                                     |                                                |            |     |
|                                             | Teachers                                                                                                                                                                                                    |                                                          | dr Jerzy Podlewski                      |                                     |                                                |            |     |
| Lesson types                                | Lesson type                                                                                                                                                                                                 | Lecture                                                  | Tutorial                                | Laboratory                          | Project                                        | Seminar    | SUM |
|                                             | Number of study hours                                                                                                                                                                                       | 0.0                                                      | 15.0                                    | 0.0                                 | 0.0                                            | 0.0        | 15  |
|                                             | E-learning hours included: 0.0                                                                                                                                                                              |                                                          |                                         |                                     |                                                |            |     |
| Learning activity and number of study hours | Learning activity                                                                                                                                                                                           | Participation in didactic classes included in study plan |                                         | Participation in consultation hours |                                                | Self-study | SUM |
|                                             | Number of study hours                                                                                                                                                                                       | 15                                                       |                                         | 12.0                                |                                                | 23.0       | 50  |
| Subject objectives                          | The aim of the course is to familiarize the student with the possibilities of active protection of the company's intellectual property on foreign markets and teaching decision-making skills in this area. |                                                          |                                         |                                     |                                                |            |     |

| Learning outcomes | Course outcome                                                                                                                                                                                                                                                                                                       | Subject outcome                                                                                                                                                                        | Method of verification                       |
|-------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------|
|                   | [MSGMU2_W06] knows and understands the fundamental dilemmas related to globalisation and the formation of contemporary international economic relations                                                                                                                                                              | knows and understands fundamental dilemmas related to the impact of national cultures on the risk of intellectual property                                                             | [SW2] presentation/project/paper/report      |
|                   | [MSGMU2_U12] can manage teamwork, cooperate and work in a team, in particular an international one, taking a leading role in it                                                                                                                                                                                      | is able to manage the work of a team and cooperate and work in a team working on an intellectual property protection strategy in international business                                | [SU6] demonstration of practical skills      |
|                   | [MSGMU2_U06] can identify types of risks related to international operations of enterprises and correctly determine their consequences and methods of mitigation, with a skilful application of theory, using appropriate research method                                                                            | is able to identify types of risks related to the implementation of intellectual property strategies on international markets                                                          | [SU1] oral statement/conversation/discussion |
|                   | [MSGMU2_W02] knows an advanced terminology in the field of international economics, international economic relations and complementary disciplines                                                                                                                                                                   | knows advanced terminology in the field of intellectual property and international business                                                                                            | [SW2] presentation/project/paper/report      |
|                   | [MSGMU2_W08] knows and understands the terms and principles of intellectual (industrial) property protection and copyright law; understands the necessity of intellectual property management                                                                                                                        | knows and understands the concepts and principles of protection of intellectual (industrial) property and copyright and understands the need to manage intellectual property resources | [SW2] presentation/project/paper/report      |
|                   | [MSGMU2_W12] has an in-depth knowledge and understanding of the principles of establishing and development of business entities, including forms of individual entrepreneurship                                                                                                                                      | knows and understands in-depth the principles of creating and developing business entities, including forms of individual entrepreneurship related to intellectual property            | [SW2] presentation/project/paper/report      |
|                   | [MSGMU2_K03] is ready to actively participate in groups, organisations and institutions conducting professional projects concerning the functioning of economic entities in the conditions of globalisation and the development of integration processes                                                             | is ready to actively participate in projects involving the use of owned intellectual property to build business benefits                                                               | [SK1] oral statement/conversation/discussion |
|                   | [MSGMU2_K06] is ready to independently identify, diagnose and responsibly resolve dilemmas and alternative solutions related to his/her profession and the development of professional achievements                                                                                                                  | is ready to independently identify, diagnose and responsibly resolve decision-making problems in the commercialization of intellectual property                                        | [SK2] presentation/project/paper/report      |
|                   | [MSGMU2_U05] can apply the rules and standards of business activity in order to solve complex and atypical problems arising from international economic cooperation                                                                                                                                                  | is able to use business rules and standards to solve problems related to intellectual property in international business                                                               | [SU2] presentation/project/paper/report      |
|                   | [MSGMU2_K05] is ready to initiate actions in the public interest, inspire and organise projects for the benefit of the environment and the international business community, in accordance with the idea of sustainable development and the resulting legal, economic, ecological, political and social requirements | is ready to initiate activities for the public and individual interest of intellectual property creators in international business                                                     | [SK1] oral statement/conversation/discussion |
|                   | [MSGMU2_W01] has an in-depth and structured knowledge of economic sciences, in particular economics, its place in the system of sciences, its relations with other sciences and fields of knowledge                                                                                                                  | has in-depth and structured knowledge of commercialization strategies and intellectual property protection                                                                             | [SW2] presentation/project/paper/report      |

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| Subject contents                | <p>1. Infusing exported products and services with intellectual properties. Assessment of how well products and services represent properties and potentialsintellectual1.1. Characteristics of products from the point of view of their IP saturation. Consequences for added value1.2. Assessment of the extent to which own products and services represent intellectual property and potential1.3. Increasing the added value as a result of saturating IP products1.4. Decision scheme for assessing the IP potential of exported products and services1.5.Decision scheme for enriching exported products and services with intellectual properties2. Choosing a strategy for entering foreign markets with IP-based exports2.1. Final production of your own product for international markets (export)2.1.1.Supplier of own product without a name directly to the sales channel to the end customer2.1.2. Sub-supplier of your own product under someone else's low-level brand directly to the sales channel to the end customer2.1.3. Supplier of your own product under someone else's high-level brand directly to the sales channel to the end customer2.1.4. Supplier of own product (with or without name) to an intermediary with no known final recipient2.1.5. Supplier of own product directly to end customers2.2. Subcontracting production2.2.1. Processing services (contract manufacturing)2.2.2. Sub-delivery production using delivered or specified technology2.2.3. Sub-delivery production using our own technology2.2.4. Sub-delivery and final production - mixed strategies2.2.5. The advantage of sub-supply production and the complementary role of final production2.2.6. Sub-delivery production as a complement to final production2.3. International business process integration (value chain management)2.3.1. Integration of an international business process on behalf of others2.3.2. Integration of an international business process under your own brand2.3.3. Service specialization within the value chain (value chain link management)2.3.4. Producing and offering independent services under your own brand within the value chain2.3.5. Integration of the value chain within a link in a broader value chain2.4. Strategies based on international intellectual property management (IP management)2.4.1. Creator and manager of intellectual property rights2.4.2. Integrator of international intellectual property management2.4.3. Sub-supplier in the intellectual property management value chain2.4.5. Manager of a separate link in the IP management value chain3. Translating the intellectual property management strategy into practical activities3.1. Typical IP infringements on international markets and the resulting damage to the company3.2. Legal protection3.2.1. Patent protection strategy - operational activities3.2.2. Utility model protection strategy - operational activities3.2.3. Trademark protection strategy - operational activities3.2.4. Copyright protection strategy - operational activities3.2.5. Operational activities regarding the use of other forms of legal protection3.2.6. Requests to discontinue prohibited practices, lawsuits, judicial and extrajudicial (arbitration) proceedings3.3. IP protection by management system and market3.3.1. Designing a control system from the point of view of IP risks3.3.2. Determining documentation and information sensitive from the point of view of IP protection3.3.3. Secure document circulation3.3.4. Internal data confidentiality agreements. Preventing illegal copying and misappropriation3.3.5. Contractual security in relations with contractors: clients, subcontractors, suppliers and partners3.3.6. Strategy of using the market and market relations to protect intellectual property3.4. The target state of IP protection and the goals of enterprise management4. Using the IP-Hermes electronic system to assess the risk of entering foreign markets with IP-based exports</p> |                   |                               |
| Prerequisites and co-requisites | <p>A. Formal requirementsBasic knowledge of business economics, finance and marketing as well as international management techniques. High openness to teamwork, creative approach and good attitude towards cooperation. B. Entry requirements Do not occur.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                   |                               |
| Assessment methods and criteria | Subject passing criteria                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | Passing threshold | Percentage of the final grade |
|                                 | Quality of final presentation 60%,<br>Activity in classes 40%                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | 51.0%             | 100.0%                        |
| Recommended reading             | <p>Basic literature</p> <ol style="list-style-type: none"> <li>1. Modele biznesowe budowy i rozwoju firm spin off na podbudowie szkoły wyższej, praca zbiorowa, IBnDiPP, Warszawa 2010</li> <li>2. Przedsiębiorczość technologiczna i intelektualna XXI wieku, praca zbiorowa pod red. M. Bąka i P. Kulawczuka, KIG, Warszawa 2009</li> <li>3. Cardullo M.: Technological Entrepreneurism, Research Studies Press, 1999</li> </ol>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                   |                               |

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|----------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                                                                | Supplementary literature                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | <p>1. Dean A. Shepherd, Michel P. Peters, Robert D. Hisrich, Entrepreneurship, Irwin Professional, 2007</p> <p>2. Poradnik eksportera z IP dla MSP, Warszawa 2010, red. M. Bąk, P. Kulawczuk</p> <p>3. Publikacje elektroniczne dostarczone przez wykładowcę</p> |
|                                                                | eResources addresses                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | Adresy na platformie eNauczanie:                                                                                                                                                                                                                                 |
| Example issues/<br>example questions/<br>tasks being completed | <p>Students will prepare an entry strategy with a proprietary product intellectual property for a specific foreign market. Assessment criteria will include: creativity, realistic approach, risk reduction and the size of the offers benefits in relation to planned expenditure. Measurement will be based on grade assessment achieving the objectives of the subject (in terms of knowledge, skills and competences social), on a scale corresponding to the provisions of the study regulations.</p> |                                                                                                                                                                                                                                                                  |
| Work placement                                                 | Not applicable                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                                                                                                                                                                                                                                                                  |

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