University of Gdańsk

Subject card

Subject name and code	Intellectual Property Management Strategies, PG_00199660						
Field of study	International Economic Relations						
Date of commencement of studies	October 2026		Academic year of realisation of subject	2027/2028			
Education level	Master's studies		Subject group	Obligatory subject group in the field of study Optional subject group Subject group related to scientific research 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	credit			
Conducting unit							
Name and surname of lecturer (lecturers)	Subject supervisor		dr Jerzy Podlewski				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	0.0	15.0	0.0	15.0	0.0	30
	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	30		0.0		20.0	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_K01] is ready to recognise the importance of knowledge of economics in the process of identifying and solving problems in the area of international economic relations and to consult experts in case of difficulties in solving them independently	Can analyze academic and business literature, review various available electronic sources, formulate professional questions, find answers to them, and evaluate their value.	[SK6] demonstration of practical skills
[MSGMU2_U03] can identify and analyse relations between business entities and institutions in their national and international environment	Understands the types and nature of the relationships most commonly found in an international context, and analyzes these relationships at various levels and from different perspectives.	[SU1] oral statement/conversation/ discussion [SU5] implementation of a problem task
[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_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. The student is able to complete a project and discusses its assumptions and progress during consultations.	[SU1] oral statement/conversation/ discussion [SU2] presentation/project/paper/ report

Subject contents

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

Prerequisites and co-requisites	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.

Assessment methods and criteria

Subject passing criteria	Passing threshold	Percentage of the final grade
Quality of final project and presentation 60%, Activity in classes 40%	51.0%	100.0%

Recommended reading

Basic literature	1. Modele biznesowe budowy i rozwoju firm spin off na podbudowie szkoły wyższej, praca zbiorowa, IBnDiPP, Warszawa 2010 2. Przedsiębiorczość technologiczna i intelektualna XXI wieku, praca zbiorowa pod red. M. Bąka i P. Kulawczuka, KIG, Warszawa 2009 3. Cardullo M.: Technological Entrepreneurism, Research Studies Press, 1999
Supplementary literature	1. Dean A. Shepherd, Michel P. Peters, Robert D. Hisrich, Entrepreneurship, Irwin Professional, 2007 2. Poradnik eksportera z IP dla MSP, red. M. Bąk, P. Kulawczuk, Warszawa 2010 3. Publikacje elektroniczne dostarczone przez wykładowcę
eResources addresses	

Example issues/ example questions/ tasks being completed	Final project prepared in groups. Students will prepare an entry strategy with a proprietary productintellectual property for a specific foreign market. Assessment criteria will include:creativity, realistic approach, risk reduction and the size of the offersbenefits in relation to planned expenditure. Measurement will be based on grade assessmentachieving the objectives of the subject (in terms of knowledge, skills and competencessocial), on a scale corresponding to the provisions of the study regulations. Presentation of the project to the group, followed by a question-and-answer session.
Work placement	Not applicable

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