University of Gdańsk

Subject card

Subject name and code	Intellectual Property Management Strategies, PG_00199746		
Field of study	Business and Environmental Technology		
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 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	Department of Macroeconomics -> Faculty of Economics -> Rector		
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	15.0	0.0	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 for the student to acquire knowledge on how to form an intellectual property protection strategy in an enterprise, to acquire the ability to diagnose an enterprise from the point of view of the risk of intellectual property infringement and to plan actions aimed at implementing effective intellectual property protection in an enterprise with particular emphasis on international markets.

Learning outcomes

Course outcome	Subject outcome	Method of verification
[BiTEMU2_K04] by participating in the preparation of economic and social projects, he understands the need to reconcile legal, economic, ecological, political and social requirements; has the ability to plan own development, work in teams, take responsibility for actions and formulate opinions.	Enumerates and describes the basic concepts and principles of industrial property and copyright protection and the need to manage intellectual property resources and the principles of using patent information resources	[SK1] oral statement/conversation/ discussion [SK2] presentation/project/paper/ report
[BiTEMU2_K06] understands the needs of: thinking and acting in an entrepreneurial manner, communicating skillfully with the environment; adapting to new situations and conditions, taking on new challenges of creative thinking, and acquiring resilience to failure	Students acquires the ability to communicate effectively, transparently and efficiently in a modern economy with particular reference to the principles and good practices of intellectual property protection.	[SK1] oral statement/conversation/ discussion [SK4] test/exam - oral or written [SK5] implementation of a problem task [SK8] observation of student's independent or team work
[BiTEMU2_U02] uses in practice various forms and scope of acquired economic knowledge, complementing it with a critical analysis of effectiveness and usefulness	Knows and understands the general concepts and principles of intellectual (industrial) property and copyright protection and the need to manage intellectual property resources.	[SU6] demonstration of practical skills [SU8] observation of student's independent or team work
[BiTEMU2_W07] lists and describes the concepts and principles of protection of industrial property and copyright, the need to manage intellectual property resources and the principles of using patent information resources	Student evaluates economic processes, phenomena, actors, structures and institutions and the detailed principles of their functioning.	[SW1] oral statement/ conversation/discussion [SW5] implementation of a problem task
[BiTEMU2_U01] is able, based on economic sciences, to correctly observe, interpret, and explain economic phenomena and processes and the mutual relations between them, using specialized economic terminology	Has an extended knowledge of economic sciences, in particular in the field of intellectual property, knows the terminology and has an extended and structured knowledge of the role of intellectual property in business, knows the types of economic ties and the regularities governing them in the field of intellectual property management. The assumptions and progress of the project are discussed during consultations.	[SU1] oral statement/conversation/ discussion [SU2] presentation/project/paper/ report
[BiTEMU2_K01] understands the need for lifelong learning, verifies the state of his/her economic knowledge, understands the need to inspire and organize the learning process of others; has the ability to use a foreign language to a degree enabling communication, including for professional purposes (level B2+ or higher)	Acquires the ability to use the various means of acquiring knowledge: traditional, web-based, using artificial intelligence, analysing and evaluating the relevance and veracity of the information acquired, in compliance with the principles of intellectual property protection.	[SK2] presentation/project/paper/ report [SK6] demonstration of practical skills
[BiTEMU2_W03] has in-depth knowledge of economic processes, phenomena, entities, structures and institutions as well as the detailed principles of their functioning	Has in-depth knowledge of selected methods and tools for the description of economic phenomena, including data acquisition techniques, which make it possible to describe and analyse economic entities operating on the international market, as well as processes and phenomena in and between them in the field of intellectual property management strategy.	[SW4] test/exam - oral or written [SW2] presentation/project/paper/ report

Subject contents	1.Saturation of products and services with intellectual property (IP). Assessing to what extent products and services represent intellectual properties and po-tenants 1.1.Characteristics of products from the point of view of their IP saturation. Implications for added value1.2.Assessing to what extent own products and services represent intellectual properties and potentials1.3.Adding value by saturating products with IP1.4.Decision-making scheme for assessing the IP potential of exported products and services1.5.Decision-making diagram for IP enrichment of exported products and services2.Selection of strategies for entering foreign markets with IP-based exports2.1.Final production of own product for international markets (export)- Supplier of own product without name directly to the sales channel to the end customer- Sub-supplier of own product under someone else's low-level brand directly to the sales channel to the end customer- High-level sub-supplier of own brand product directly to the sales channel to the end customer- Supplier of own-brand product (with or without name) to an intermediary with no known end-customer- own product supplier directly to final customer- Subcontracting production- Service (contract) manufacturing- Subcontracting production using supplied or specified technology- Subcontracting production using proprietary technology- Sub-supply and final production - mixed strategies- Prevalence of sub-supply production and complementary role of final production- Sub-supply production as a complement to final production2.3 Integration of the international business process (value chain management)- Integration of an international business process under someone else's order- Integration of an international business process under own brand name- Service specialisation within the value chain (value chain management)- Production and offering of independent services under own brand inside the value chain2.4 Strategies based on international intellectual property management (IP management) - Creator and manager of intellectual property rights- Integrator of international IP management- Sub-supplier in the IP management value chain- Manager of an isolated link in the IP management value chain3 Translating IP management strategy into practical action3.1 Typical IP infringements in international markets and the damage to the company associated with them3.2 Legal protection- Patent protection strategy - operational activities- Utility model protection strategy - operational activities- Trade mark protection strategy - operational activities- Copyright strategy - Operational activities- Operational activities for the application of other forms of legal protection- IP subpoenas, lawsuits, court and out-of-court (arbitration) proceedingsB. Problems of exercises1. IP protection by management system and market1.1 Design a control system from the perspective of IP risks- Determination of documentation and sensitive information from the point of view of IP protection- Secure document circulation- Internal data confidentiality agreements. Prevention of illegal copying and misappropriation- Contractual safeguards in relations with counterparties: customers, subcontractors, suppliers or partners- Strategy for using the market and market relationships to protect intellectual property1.2 Target state of IP protection vs. business management objectives
Prerequisites and co-requisites	No requirements
Assessment methods and criteria	

Subject passing criteria	Passing threshold	Percentage of the final grade
Class participation	51.0%	30.0%
Graduation assignement quality (project)	51.0%	70.0%

Recommended reading	Basic literature	W. Bronski, K. Mełgies, Własnosc intelektualna i jej efektywne wykorzystanie w działalnosci przedsiebiorstwa. Aktualne problemy, Wyd. KUL, Lublin 2019 A. M. Deren, Zarzadzanie własnoscia intelektualna w transferze technologii, Difin 2014 Poradnik eksportera z IP dla MSP, Warszawa 2010, KIG, red. M. Bak, P. Kulawczuk Przedsiebiorczosc technologiczna i intelektualna XXI wieku, praca zbiorowa pod red. Mieczysława Baka i Przemysława Kulawczuka, KIG, Warszawa 2009
	Supplementary literature	Przedsiębiorczy uniwersytet, praca zbiorowa pod red M. Bąka i P. Kulawczuka, IBnDiPP, Warszawa 2010
	eResources addresses	
Example issues/ example questions/ tasks being completed	Prepare an IP management strategy for the launch of Company X's product in the XYZ market.	
Work placement	Not applicable	

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