

FUC - Ficha de Unidade Curricular

Curricular Unit's File

Code	02668
Name (PT)	Economia e Estratégia da Propriedade Intelectual
Name (EN)	Economics and Strategy of Intellectual Property
Regime	Semestral
Level	1.º Ciclo
Teaching language	Português
School	Escola de Gestão (EG)
Departament	DE
Scientific area	Economia (Econ)
Responsible academic staff	-
Pre-requisites	Students are assumed to be acquainted with introductory microeconomics and basic statistics.
Objectives	The goal is to introduce one of the most important, dynamic and controversial areas of global economic life. This course aims at stimulating analytical, practical and critical reasoning on patents, trademarks, copyright and other intangible assets.
Learning outcomes	The student should accomplish the following learning goals: LG1.Understand the long-standing importance and recent dynamics of knowledge governance; LG2.Gain perspective on the origin and evolution of the major institutions framing innovative and creative activities; LG3.Master the economic rationale (and critiques) behind patents, trademarks, copyright and other intellectual property rights (IPRs); LG4.Map the major theoretical streams of thought and know the basic concepts of the economics of IPR; LG5.Acknowledge the main stylised facts in the field and develop a techniques of empirical analysis in this domain; LG6.Learn to write down and apply for intellectual property rights; LG7.Acquire an ability to criticise and debate the goals and the implementation of private and public interventions in this area; LG8.Develop a capacity to present own arguments based on theory, logic and factual data to other people on a number of classic and new topics regarding IPR and intangibleassets.
Syllabus	P1. The economic history of an institutional invention; P2. Appropriability as an incentive for scientific discovery, technological entrepreneurship and cultural creativity; P3. IPR as a tool for business strategy and national competitiveness; P4. Social welfare problems; P5. What are patents, trademarks, industrial designs, copyright (high-tech industries, content markets, traditional sectors, bio-pharma, etc.); P6. Alternative modes of protection and disclosure (open source, prizes, piracy, etc.); P7. Business analysis and competitive intelligence (accessing databases and interpreting indicators); P8. New challenges: a) intangible asset valuation, b) indigenous knowledge, c) virtual goods, d) patent wars and trademark trolls, e) personal data privacy and the right to be forgotten, f) forgery and counterfeiting, g) compulsory licensing, h) cyber-security and espionage, i) safeguarding intangible cultural heritage, etc.
Assessment	The student chooses between two assessment methods: A) Continuous assessment: Group project (50%); Written mid-term exams (40%); Class participation (10%); note that the mark of written exam cannot be below 8 marks (out of 20) and that the attend not less than 80% (of all classes); B) Final exam: individual final examination as the only assessment method (100%).
Teaching methodology	The teaching approach is based upon: - Lectures, with the main goal of presenting the key concepts of the economics of intellectual and its applications to public policy and management practice; - Laboratorial classes, oriented to generate debates, conduct data analysis and explore real operational settings; - Self-study, with an emphasis on the readings.

Demonstration of the syllabus coherence with the curricular unit's objectives	<p>The interconnection of the syllabus points (P) with the learning goals (LG) is as follows:</p> <p>LG1 – P1, P2, P8 LG 2 – P3, P4, P5 LG 3 – P3 LG 4 – P2, P3, P4 LG 5 – P5, P7 LG 6 – P5, P7 LG 7 – P1, P2, P8 LG 5 – P1, P2, P5, P7</p>
Demonstration of the coherence between the teaching methodologies and the learning outcomes	<p>During the classes students will become acquainted with theoretical knowledge, thus contributing to LG 1, 2, 3 and 4. Through class participation students will develop individual skills in analysis and debate of specific problems, thus contributing to LG 5, 6, 7.</p>
Main Bibliography	<p>Os alunos terão acesso a interacção com especialistas e agentes, gestores e decisores da área.</p> <p>Os principais relatórios recentes das organizações internacionais mais centrais estarão disponíveis entre os materiais, tais como:</p> <p>Eurostat (2013), High-technology and Medium-high Technology Industries, Main Drivers of EU-27's Industrial Growth, Statistics in focus 1/2013, Luxembourg: Eurostat.</p> <p>EPO and OHMI (2013), Intellectual Property Rights Intensive Industries: Contribution to Economic Performance and Employment in the European Union, September, Munich/Alicante: EPO and OHMI.</p> <p>FCT (2013), Diagnóstico do Sistema de Investigação e Inovação - Desafios, Forças e Fraquezas Rumo a 2020, Lisboa: Fundação para a Ciência e Tecnologia.</p> <p>NSF (2012), Science and Engineering Indicators, Washington: NSF.</p> <p>UK IPO (2013), Innovation, Patenting and Licensing in the UK: Evidence from the SIPU Survey, London: IPO.</p> <p>UNESCO (2013), Creativity Report, Paris: UNESCO.</p> <p>UNIDO (2011), Industrial Development Report, Geneva: UNIDO.</p> <p>WIPO (2009), The Economics of Intellectual Property: Suggestions for Further Research in Developing Countries and Countries with Economies in Transition, Geneva: WIPO.</p> <p>WIPO (2013), World Intellectual Property Report 2013, Geneva: WIPO.</p>

**Complementary
Bibliography**

The students will have access to interactions with experts and operatives, managers and policy makers of the field.

Major recent reports from the most central international organisations will be among the materials, such as:

Eurostat (2013), High-technology and Medium-high Technology Industries, Main Drivers of EU-27's Industrial Growth, Statistics in focus 1/2013, Luxembourg: Eurostat.

EPO and OHMI (2013), Intellectual Property Rights Intensive Industries: Contribution to Economic Performance and Employment in the European Union, September, Munich/Alicante: EPO and OHMI.

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