

COURSE OUTLINE

(1)GENERAL

SCHOOL	School of Economics, Business and International Studies		
ACADEMIC UNIT	Department of Economics		
LEVEL OF STUDIES	Graduate		
COURSE CODE	ΕΔΟΠΣΕΜ08	SEMESTER	2d
COURSE TITLE	ECONOMIC MANAGEMENT OF INTELLECTUAL PROPERTY RIGHTS		
INDEPENDENT TEACHING ACTIVITIES <i>if credits are awarded for separate components of the course, e.g. lectures, laboratory exercises, etc. If the credits are awarded for the whole of the course, give the weekly teaching hours and the total credits</i>		WEEKLY TEACHING HOURS	CREDITS
LECTURES		3	2
Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at (d).			
COURSE TYPE general background, special background, specialised general knowledge, skills development	special background		
PREREQUISITE COURSES:			
LANGUAGE OF INSTRUCTION and EXAMINATIONS:	GREEK		
IS THE COURSE OFFERED TO ERASMUS STUDENTS	NO		
COURSE WEBSITE (URL)			

(2)LEARNING OUTCOMES

Learning outcomes

The course learning outcomes, specific knowledge, skills and competences of an appropriate level, which the students will acquire with the successful completion of the course are described.

Consult Appendix A

- Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area
- Descriptors for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and Appendix B
- Guidelines for writing Learning Outcomes

This course introduces students to the important role of innovation in the economy, emphasizing both its theoretical foundations and its practical applications. Emphasis is placed on the importance of protecting intellectual property, including patents, which protect technological inventions, trademarks, which protect corporate identity, industrial designs, which define the aesthetic and functional form of products, and copyright, which protect creative works. The course will focus on strategies for acquiring and managing intellectual property rights, both in Greece and internationally. Students will become familiar with the patenting processes, understanding how technology is secured. In addition, the

course will provide practical knowledge in empirical data analysis, helping students to quantify relationships and interpret economic phenomena in the fields of innovation and technology. At the end of the course, students will acquire a comprehensive understanding of how intellectual property affects economic growth, business competitiveness and scientific progress.

General Competences

Taking into consideration the general competences that the degree-holder must acquire (as these appear in the Diploma Supplement and appear below), at which of the following does the course aim?

Search for, analysis and synthesis of data and information, with the use of the necessary technology	Project planning and management
Adapting to new situations	Respect for difference and multiculturalism
Decision-making	Respect for the natural environment
Working independently	Showing social, professional and ethical responsibility and sensitivity to gender issues
Team work	Criticism and self-criticism
Working in an international environment	Production of free, creative and inductive thinking
Working in an interdisciplinary environment	
Production of new research ideas	Others...
	

Search for, analysis and synthesis of data and information, with the use of the necessary technology
Adapting to new situations
Decision-making
Team work

(3) SYLLABUS

- Concept of innovation Creative Destruction vs. Disruptive Innovation.
- Investing in knowledge.
- Principles of Intellectual Property Rights. Trade Secrets. Products with

Protected Designation of Origin. Plant Variety Rights. Copyrights. Trademarks. Patents.

- Designing a Patent Policy.
- Technology Transfer and Litigation.

TEACHING MATERIAL DISTRIBUTION

The course covers in depth the following thematic units:

1. Why study innovation as a concept? Why study entrepreneurship as a concept?
2. Patents.
3. Trademarks. Trade secrets. Products with Protected Designation of Origin. Plant Variety Rights. Copyrights. Industrial designs

(4)TEACHING and LEARNING METHODS - EVALUATION

DELIVERY Face-to-face, Distance learning, etc.		
USE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY Use of ICT in teaching, laboratory education, communication with students		
TEACHING METHODS The manner and methods of teaching are described in detail. Lectures, seminars, laboratory practice, fieldwork, study and analysis of bibliography, tutorials, placements, clinical practice, art workshop, interactive teaching, educational visits, project, essay writing, artistic creativity, etc. The student's study hours for each learning activity are given as well as the hours of non-directed study according to the principles of the ECTS	Activity	Semester workload
	Lecture	10
	Answers to Case Studies	10
	Homework	10
	Designing Strategy in a Public Organization	15
	Test	3

(5)ATTACHED BIBLIOGRAPHY

- *Suggested bibliography:*

1. «ΕΙΣΑΓΩΓΗ ΣΤΟ ΜΑΝΑΤΖΜΕΝΤ» (*Introduction to Management by John Schermerhorn, Jr., 13th Edition, John Wiley & Sons Publishing*), Επιμέλεια Γιάννης Α. Πολλάλης (2019), Εκδόσεις Broken-Hill, Athens.
2. Joyce, P. (2015). *Strategic management in the public sector*. Routledge.

Additional Resources:

1. Johnson, G., Whittington, R., Scholes, K., D. Angwin, and P. Regner, (2017). *Exploring corporate strategy*. Pearson education.

- *Related academic journals:*

1. International Review of Administrative Sciences
2. Public administration review
3. International Public Management Journal