Protection of intellectual and industrial property in the international market

MASTER'S DEGREE MBA IN INTERNATIONAL MANAGEMENT

UNIVERSIDAD INTERNACIONAL MENÉNDEZ PELAYO

Másteres Universitarios

This document can be used as reference documentation of this subject for the application for recognition of credits in other study programmes. For its full effect, it should be stamped by UIMP Student's Office.

GENERAL DATA

Brief description

Once students are familiar with the basic legal concepts on industrial and intellectual property and technology transfer, this course aims to address the main theoretical and practical aspects involved in all phases of the creative process of the company's intangible assets, in particular, in the creation, registration, exploitation and protection against third parties, with special indication and emphasis on the internationalisation of these assets and their exploitation as a source of income for the company.

Name

Protection of intellectual and industrial property in the international market

Code

102824

Academic year

2024-25

Degree

MASTER'S DEGREE MBA IN INTERNATIONAL MANAGEMENT

ECTS Credits

1

Type

ELECTIVE

Duration

Cuatrimestral

Language

Spanish/English

CONTENTS

Contents

• Distinctive signs: protection and defence
• Substantive and formal inventions and trade secrets: protection and defence
• Technology and know-how transfer agreements
• Intellectual property

COMPETENCES

Conocimientos

CO1 - To learn about business management analytics in dynamic and complex environments, such as the international environment.

CO3 - To master the basic tools of information and communication technologies for exercising of their profession and for learning.

CO4 - To understand the concepts, theories and instruments for analysing and developing business internationalisation plans.

CO5 - To understand the nature of problems in the organisation and therefore the application of suitable tools by developing analytical skills.

CO6 - To acquire the skills for professional document drafting and reporting in the field of international business.

CO7 - To know the structure and functioning of the organisations and institutions that support companies’ internationalisation.

CO8 - To know the main legal and fiscal aspects that directly or indirectly affect business internationalisation processes.

CO13 - To learn to incorporate the concept of sustainability in business and institutional projects, identifying its specific areas of practical application.

CO14 - To learn to incorporate other SDG concepts, which are also relevant for international companies, in their projects, identifying their specific areas of practical application.

Habilidades

S1 - To apply the theoretical and practical knowledge acquired, with a high degree of independence, in both national and international companies, be they small or medium-sized or companies of a more multinational dimension, and even in non-business organisations whose management requires an international vision.

S3 - To be able to collect, record and interpret macroeconomic data, country information, industry and business information, financial and accounting data, statistical data, and relevant research results to systematise business decision-making processes in international environments.

S5 - To assess the relationship between enterprises and the institutional framework in which activities are carried out.

S6 - To manage digital platforms, technological, audiovisual and computer media to search for information and for effective communication of business projects.

S7 - To manage software and statistical programmes for data recording and analysis.

S8 - To analyse the results of market and competition research to propose strategic orientations and operational actions.

Competencias

C1 - To work in multidisciplinary and multicultural teams, in highly demanding situations in terms of time (deadlines for designing and executing projects and cases) and results.

C2 - To develop business and personal activities within the strictest ethical and socially responsible behaviours, as well as to develop sensitivity towards social and environmental issues.

C3 - To express themselves correctly, both orally and in writing, in Spanish and English, maintaining an appropriate image in their professional activity.

C4 - To lead the process of designing the international strategy.

C5 - To work in a team, prioritising the precision of the results and the soundness and originality of the proposals. .

C6 - To lead and develop international business negotiation processes.

LEARNING PLAN

Training activities

Type of activity	Hours	% On site
TA1.- Master classes	8	100
TA2.- Practical classes	5	100
TA3.- Individual and group work	15	0
TA4.- Tutorials	2	100
TA5.- Individual student work	20	0

Teaching methods

The module will be based on analysing and presenting the different theoretical sections with face-to-face classes, supported by the analysis of cases, audiovisual material and personal discussion with the lecturer of examples and practical cases. Cases of internationalised companies will be analysed, which will allow for an in-depth analysis of many of the theoretical aspects developed.

Sessions for the subject:
There will be 6 sessions or classes of 2 hours each, i.e. the course will have a total of 12 teaching hours.

Learning outcomes

• To understand the different types of Intellectual Property and intangible assets of a company, their function, their creation and optimised registration process, the benefits they generate for the company, the main conflicts that arise, and the essential issues in the negotiation processes for their exploitation.
• To know how to optimise the company's resources to obtain more rights and broader protection at a lower cost, using the appropriate international registration systems.
• To analyse, within the process of business internationalisation, business strategies for protecting, acquiring, transferring and exploiting intangible assets.
• To analyse and understand the importance of strategic internationalisation decisions in achieving competitive advantages in the face of increasing globalisation of markets and competition.
• To be able to understand and decipher when and what to protect, how to deal with a conflict with a third party, and design an international growth strategy for the company based on an effective portfolio of RD&I assets.
• To develop the capacity to locate new businesses that increase profits and contribute to the growth and expansion of the company through the international exploitation of RD&I assets, as well as to discard those opportunities that do not present excessive risks or may pose subsequent conflicts.

• To be able to understand and design the correct implementation of a system of registrations and obtaining rights that is in line with the real commercial interests of the company in its internationalisation process.

• To identify and avoid risks related to the misuse or infringing use of industrial and intellectual property rights.
• To know and negotiate alternative ways to self-creation for obtaining and exploiting intangible assets generated by third parties.

EVALUATION

Evaluation system

Students’ final grades in the ordinary exam session will be determined on the basis of two concepts: the final exam and the students’ participation.

The final exam will account for 100% of the final grade.

The examination is graded out of 10 points.

The exam will be a multiple-choice test, with two open-ended questions to be answered. The multiple-choice part consists of 20 questions, divided into thematic blocks. Each correctly answered question scores 0.4 points and each incorrect answer 0.1 points, for a maximum total of 8 points. No penalty will be incurred for unanswered questions. The two open-ended essay questions are worth 1 mark each, up to a maximum total of 10 marks.

Most of the answers will be derived directly from the documentation provided during the course and/or from the explanations given in class by the lecturer. However, some may require a personal effort of reflection on the part of students and the application of their own judgement.

The estimated duration will be a maximum of 45 minutes.

The lecturer may increase or decrease the final mark achieved by up to +/- 10% according to the participation of each student, both quantitatively (number of interventions) and qualitatively (timeliness and quality of interventions) during the teaching sessions, as well as the attitude and attention given during the teaching sessions.

In the 2nd and subsequent exam sessions, 100% of the grade will depend exclusively on the exam, which may be a multiple-choice and/or essay type, oral, mixed, or work-based. The student will be informed of the type(s) of test(s) in good time.

FACULTY

Coordinator/s

Díez López, Iban

Licenciado en Derecho, especialidad Jurídico Económica

Máster en Derecho de las Telecomunicaciones

Diploma de estudios avanzados en Derecho de la Cultura

Lecturers

González Gordon, María

Abogada

CMS Albiñana & Suárez de Lezo.

BIBLIOGRAPHY AND LINKS

Bibliography

• MANUAL DE LA PROPIEDAD INDUSTRIAL. Carlos Fernández-Novoa, José Manuel Otero Lastres and Manuel Botana Agra. Ed. Marcial Pons 2017.

• MANUAL DE PROPIEDAD INTELECTUAL (10th ED.) Bercovitz Rodriguez-Cano, Rodrigo. Tirant lo blanch 2023

• COMENTARIOS A LA LEY DE PROPIEDAD INTELECTUAL. Coor. Rodrigo Bercovitz. TECNOS. 2019