

COURSE DESCRIPTION

<i>Title:</i>	ECONOMICS OF INNOVATION	<i>Compulsory</i> <input type="checkbox"/>
		<i>Elective</i> <input checked="" type="checkbox"/>
<i>Lecturer:</i>	Drivas Kyriakos, Associate Professor University of Piraeus	<i>Autumn</i> <input checked="" type="checkbox"/>
		<i>Spring</i> <input type="checkbox"/>

COURSE GOALS

This course will highlight the most important issues of managing a business that markets an innovative product or service. It will delve into both internal (organizational, managerial, etc.) and external (marketing activities, industry dynamics, etc.) aspects. It will provide students with useful tools related to technology businesses and offer a number of case studies. Of particular focus will be the management of intellectual property rights and how universities contribute to research in many technology start-ups.

At the end of the course, students will have a solid understanding of the main business dimensions in which a technology venture operates. They will also be equipped with corporate resource tools useful for assessing challenges and problems (eg SWOT analysis, 4 Ps, principles of a business model). Students will be exposed to the fundamentals and mechanics of Intellectual Property Rights and how they can be applied to the business decision matrix. Finally, the students will examine from a quantitative point of view issues that were examined during the course.

COURSE CONTENTS

<i>Unit</i>	<i>Hrs</i>
1. Why study innovation? Basic principles of innovation.	3
2. Corporate concept tools (SWOT, 4 Ps, Business Model Canvas)	3
3. Economics and Management of Patents	6
4. Economics and Management of Trademarks	3
5. Economics and Management of Trade Secrets, Copyrights, Industrial Designs	3
6. Academic Technology Transfer	3
7. Empirical Applications	9

TEACHING METHOD

HOURS

EXAMINATION

Weight

Taught	18		Written exam
Seminar	3	No of pers. assignments	Orals
Collaboration with lecturer			Pers assignmts
Laboratory	9	No of group assignments	Group assignts
TOTAL:	30	2	TOTAL:

BIBLIOGRAPHY

No book purchase is necessary. A good resource is the following:
 Scotchmer, S. (2004). *Innovation and incentives*. MIT press.

NOTES