



Adam Mickiewicz University in Poznań

Doctoral School of Exact Sciences AMU

Knowledge transfer and intellectual property protection

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Scientific lectures, workshops

Field of science	
Teaching method	Lecture: multimedia presentation including illustrations and examples
Language	English
Numbers of hours	8 h
Aims of the course	Learning basic rules and good practices in transfer of knowledge to the economic and social spheres. Gaining skills in commercialization of research results and know-how related to these results. Training in thinking and acting in the business-like way.
Course contents	<ol style="list-style-type: none"> 1. Commercialization of technology (What commercialization methods are possible? How to plan a commercialisation process? How does the commercialisation process proceed?). 2. Intellectual property in business (The importance of intellectual property for business organizations, When to use: secret know-how, patent, utility model, trademark?). 3. Development of innovative business (What are the stages of business development? How to build a culture of innovation in a company? What are the key team roles in a tech company? What forms of running a business are possible?) 4. Designing a business based on technology (How to formulate a business model according to the Business Model Canvas?, How to formulate a value proposition according to the Value Proposition Canvas?). 5. Developing a business with the participation of an investor (What are investors looking for and who are they investing in? How to present business to an investor? Pitch deck - what should a presentation contain? How to effectively attract an investor?).
Prerequisites and co-requisites	<p>Knowledge: lean canvas and business model canvas methodology, ways of intellectual property rights protection.</p> <p>Skills: pointing potential areas of exploitation for research results.</p> <p>Social competencies: cooperation with members of other research teams or companies.</p>
Learning outcomes	
On completion of the course PhD candidates will be able to:	Assessment mode

<ol style="list-style-type: none"> 1. economic, legal, ethical and other important conditions of research work (E_W04); 2. fundamental rules and regulations concerning the transfer of knowledge to the economic and social spheres, commercialization of research results and know-how related to these results (E_W06); 3. critically analyze and evaluate of research work results, expert opinions and other works of creative character, and evaluate their contribution to the development of knowledge (E_U02); 4. transfer results of research work to the economic and social spheres (E_U03); 5. maintain and develop the ethos of research and creative communities, including: conducting independent scientific activity, respecting the principle of public ownership of the results of scientific and the principles of intellectual property protection (E_K02); 6. think and act in the business-like way (E_K04). 	<p>Preparing a business model or pitch deck regarding market implementation of technology by a spin-off. Project will be done in groups.</p>
<p>Literature</p>	<ol style="list-style-type: none"> 1. https://platform.strategyzer.com/training/crash-courses/business-model-basics Access is free, requires registration. 2. Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers Paperback – July 13, 2010, by Alexander Osterwalder (Author), Yves Pigneur (Author)
<p>Additional information</p>	<p>Contact to lecturers: roman.niedzielski@ppnt.poznan.pl phone: 608 603 450 michal.wujewski@ppnt.poznan.pl</p>