105 學年度 商學院 英語授課課程大綱

國立政治大學課程教學大綱

Syllabus

課程資訊		
學年學期 Academic Year / Semester	105 學年度第 1 學期	Fall Semester, 2016
開課單位 Course Department	科智博一博二	Ph.D Program Graduate Institute of Technology, Innovation & Intellectual Property Management, First & Second Year
課程名稱 Course Name	智財管理研討一 (英語授課)	Seminar in Intellectual Property Management (English Taught Class)
授課教師 Instructor	宋皇志	Huang-chih Sung
職稱 Title	專任助理教授	Assistant Professor
學分數 No. of Credits	3.0	3.0
修別 Type of Credit	群修	Optional
先修科目 Prerequisite(s)		
上課時間	一 EFG	Monday EFG
上課地點	商學院 909	College of Commerce 909
點閱核心能力分析圖與授課方式比例圖		

課程簡介

This course is an academic course for Ph.D. students. The students need to study the most important literatures in the field of intellectual property management, covering patent quality indicators, patent and innovation management, and strategic patent management.

課程目標 Course Objectives

This course is aiming at introducing the most essential theories in intellectual property management. By reading and discussing the literatures in-depth, the students are expected to have a full understanding about the recent developments of theories in patent quality indicators, patent and innovation

management, and strategic patent management.
The students also need to finish a term paper by applying the theories they learn in this semester.

學習成效

The students will be familiar with the recent developments of theories in intellectual property management.
The student will finish a term paper in intellectual property management, which is expected to be submitted to an academic conference.

評分標準【明列評量項目與給分標準，提供評量尺規範例供參】Evaluation

Class Participation 30%
Term paper 70%

學生學習投入時間 Time for Students to Participate

每週課堂教學時數：3 小時
每週預習 / 複習時數：15 小時

每週課程進度與作業要求 Weekly Course Schedule and Homework 【請詳述每週課程內容 / 授課方式與學生預習內容 / 學習活動 / 課後作業】

Week 1: Introduction to the course and intellectual property management

Week 2: The indexes for evaluating patent quality (reading assignment and discussion at class)

Reitzig, M. (2004). Improving patent valuations for management purposes—validating new indicators by analyzing application rationales. *Research Policy*, *33*(6), 939-957.

Week 3: Patent quality assessment (reading assignment and discussion at class)

Burke, P. F., & Reitzig, M. (2007). Measuring patent assessment quality—analyzing the degree and kind of (in) consistency in patent offices' decision making. *Research Policy*, *36*(9), 1404-1430.

Week 4: Relationship between patent quality and market value (reading assignment 1 and discussion at class)

Chen, Y. S., & Chang, K. C. (2010). The relationship between a firm's patent quality and its market value—the case of US pharmaceutical industry. *Technological Forecasting and Social Change*, *77*(1), 20-33.

Week 5: Patent value indicators (reading assignment and discussion at class)

Fischer, T., & Leidinger, J. (2014). Testing patent value indicators on directly observed patent value—An empirical analysis of Ocean Tomo patent auctions. *Research Policy*,

43(3), 519-529.

Week 6: Analysis of patent portfolio value (reading assignment and discussion at class)

Grimaldi, M., Cricelli, L., Di Giovanni, M., & Rogo, F. (2015). The patent portfolio value analysis: A new framework to leverage patent information for strategic technology planning. *Technological Forecasting and Social Change*, *94*, 286-302.

Week 7: Using patent statistics to evaluate technology(reading assignment and discussion at class)

Cho, I., & Park, M. (2015). Technological-level evaluation using patent statistics: model and application in mobile communications. *Cluster Computing*, *18*(1), 259-268.

Week 8: Using patent portfolios to plan R&D (reading assignment and discussion at class)

Ernst, H. (1998). Patent portfolios for strategic R&D planning. *Journal of Engineering and Technology Management*, *15*(4), 279-308.

Week 9: Strategic technology management using patent information (reading assignment and discussion at class)

Ernst, H. (2003). Patent information for strategic technology management. *World patent information*, *25*(3), 233-242.

Week 10: Innovation process by using patent information (reading assignment and discussion at class)

Lichtenthaler, U., & Ernst, H. (2009). Opening up the innovation process: the role of technology aggressiveness. *R&D Management*, *39*(1), 38-54.

Week 11: Patent performance and technology interactions (reading assignment and discussion at class)

Huang, M. H., Sung, H. Y., Wang, C. C., & Chen, D. Z. (2013). Exploring patent performance and technology interactions of universities, industries, governments and individuals. *Scientometrics*, *96*(1), 11-26.

Week 12: Patent keyword analysis (reading assignment and discussion at class)

Choi, J., & Hwang, Y. S. (2014). Patent keyword network analysis for improving technology development efficiency. *Technological Forecasting and Social Change*, *83*, 170-182.

Week 13: Patent competition between companies (reading assignment and discussion at class)

Chen, Y. S., & Chen, B. Y. (2011). Utilizing patent analysis to explore the cooperative competition relationship of the two LED companies: Nichia and Osram. *Technological Forecasting and Social Change*, *78*(2), 294-302.

Week 14: Patent information for developing new technology and product (reading assignment and discussion at class)

Lee, S., Lee, S., Seol, H., & Park, Y. (2008). Using patent information for designing new product and technology: keyword based technology roadmapping. *R&D Management*, *38*(2), 169-188.

Week 15: Patent intelligence system (reading assignment and discussion at class)

Park, H., Kim, K., Choi, S., & Yoon, J. (2013). A patent intelligence system for strategic technology planning. *Expert Systems with Applications*, *40*(7), 2373-2390.

Week 16: Term paper presentation and discussion

Week 17: Term paper presentation and discussion

Week 18: Term paper presentation and discussion

授課教師 Office Hours、地點

Monday 14:00-16:00

教學助理基本資料

The teaching assistant should help borrow and set up a notebook computer and a projector for each class.

指定 / 參考書目【為維護智慧財產權，請務必使用正版書籍】

1. Several journal articles

課程相關連結

N.A.

本課程附件

N.A.

課程進行中，是否禁止使用智慧型手機、平板等隨身設備：

The students should use their own notebook computer for practicing at class.

申請教師簽章：宋鳥光　開課單位主管簽章：科管智財所代理所長鄭至甫