



**SAHLGRENSKA SCHOOL OF
INNOVATION & ENTREPRENEURSHIP**



COURSE GUIDE (MED977) ADVANCED INTELLECTUAL CAPITAL MANAGEMENT THEORY

7,5 higher education credits

Karl Maack, Course Manager

Formal information

Title	Advanced Intellectual Capital Management
Course code	MED977
Main field of studies	Business Creation and Entrepreneurship in Biomedicine
Examiners	Professor Kjell Olmarker Professor Ulf Petrusson
Course Manager	Karl Maack (karl.maack@gu.se)
Project Manager	Karl Maack (karl.maack@gu.se)
Course administrator	Madeleine Glücksman (madeleine.glucksman@gu.se)

This course is offered in a collaboration between;

- Institute of Medicine at University of Gothenburg,
- Institute of Law at University of Gothenburg, and
- Department of Technology Management and Economics at Chalmers University of Technology.

Purpose

The purpose of the course is to provide students with (1) an advanced theoretical foundation regarding the transformation from an industrial to a knowledge-based economy, in particular, the role of knowledge assets and processes in the development of innovations, the organizational structure and strategies of firms, the construction of markets, and the determination of economic policy to support the growth of wealth and welfare and (2) an actionable knowledge of business/law research methods. The theoretical frameworks will be discussed from an inter-disciplinary perspective including the areas of sociology, technology, economics, management, and law.

In the course, the student will analyze, discuss and apply relevant theories to innovation, entrepreneurship and the management of intellectual assets. The student will analyze and apply qualitative, quantitative and other relevant scientific methods.

The course content is packaged and executed into two theoretical streams: Theory for scientific work and Theory for applied projects. The former provides the students with necessary theoretical competences when performing scientific thesis work. The latter provides the students with necessary theoretical competences when working with different types of applied projects in so called incubations; i.e. Healthcare incubation – to transform healthcare needs into viable solutions (Theory of Design thinking and institutional design), Research incubation – to transform research into innovations (Theory of Management of Intellectual Assets for academic environments), Venture incubation – to transform innovation into growth firms (Theory of Management of Intellectual Assets for firms), and Difference incubation – to make a difference in society (Theory of Difference Incubation).

Organisation

This course is part of second year in the Masters Programme Business Creation and Entrepreneurship in Biomedicine and is delivered by Sahlgrenska academy in collaboration with the institute of Law, as well as the Chalmers institute technology management and economics at Chalmers. Chalmers students participating in project work are studying on the Chalmers course TEK300, and have their own examination according to the grading system at Chalmers, which is described in their Course PM.

Since the course is utilizing real life projects the GU Project Accelerator AB is also involved to secure correct management of sensitive knowledge assets and external partners.

Learning outcomes

#	<i>After completing the course the students will be able to</i>	<i>Type</i>
1	Explain and use advanced theoretical frameworks in relation to innovation and entrepreneurship	Knowledge and understanding,
2	Explain relevant scientific methods for innovation, entrepreneurship and management of intangible assets	Knowledge and understanding
3	Demonstrate in-depth methodology within the main area of education	Knowledge and understanding
4	Distinguish, differentiate and apply the interface between intangible assets and social construction of innovation	Competence and skills
5	Apply their theoretical knowledge, scientific method and tools in projects	Competence and skills
6	Apply relevant scientific methods for innovation, entrepreneurship and management of intellectual assets	Competence and skills
7	Explain the interaction between theory and method within innovation, entrepreneurship and management of intellectual assets	Judgment and approach

Examination summary

The students are examined through an assessment portfolio consisting of an individual written assignment, as well as a written group assignment which is also presented orally. In addition, the student must participate in mandatory parts in the form of 5 seminars. Absence from a mandatory part can be compensated by an alternative task according to instructions from the course manager.

A student has the right to request a change of examiner if failed twice on the same exam, if this is practically possible. Such a request should be put forward in writing and addressed to the department.

Individual written assignment	60 %
Group assignment (written & oral)	40 %
Participate in 5 seminars	P/F

Individual Assignment

The individual assignment will consist of several essays questions based on the literature and the seminars. The students will have approximately one week to complete the assignment.

Group Assignment

The group assignment consists of a research project that will be conducted in groups and covers both a written group hand-in as well as a group presentation.

Seminars

The seminars are given by individuals from Chalmers University of Technology, University of Gothenburg, and guest lecturers with theoretical knowledge and practical experience within knowledge-based business and economic development. Theories and methods for understanding and investigating knowledge-based business are the focus of the seminars. Attendance at the seminars is mandatory, as most of the lectures will cover material that is not found in the course literature and will be needed to accomplish the assignments. Active participation by the students is critical to the learning experience.

Mandatory seminars	Date
Methodology Seminar 1	September 23 rd
Methodology Seminar 2	October 28 th
Methodology Seminar 3	November 18 th
Methodology Seminar 4	November 25 th
Methodology Seminar 5	December 2 nd

Grades

The final grade are based on the assessment portfolio which comprise 40% on group work and 60% on the individual hand-in, as well as a pass on all mandatory seminars.

Grade	Assessment Portfolio
Fail (U)	0-49 %
Pass (G)	50-74 %
Pass with Distinction (VG)	75-100 %

Staff involved

<i>Lecturer (initials)</i>	<i>Title</i>	<i>Experience & expertise</i>
Anna Holmberg (AH)	Lawyer, teacher (GU)	Intellectual property law, business creation, ethics, entrepreneurship
Bowman Heiden (BH)	PhD, teacher (GU)	Intellectual Property law, business creation, ethics, entrepreneurship
Christoffer Hermansson (CH)	Lawyer, teacher (GU)	Intellectual property law, business creation, ethics, entrepreneurship
Henric Rhedin (HR)	Docent, Head of Unit & GU Accelerator AB (GU)	Intellectual capital management, technology management, entrepreneurship
Karl Maack (KM)	PhD-student, course manager (GU)	Business creation and entrepreneurship in biomedicine

Ulf Petrusson (UP)	Professor, Examiner	Intellectual property law, business creation, ethics, entrepreneurship
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Course evaluation and development

The course will have one or several student course representative(s). They act as eyes and ears of the student group and communicate with the course faculty. During and after the course they will participate in meetings with the faculty. Notes from these meetings will be published on Canvas.

At the end of the course an on-line questionnaire will be sent out to all course participants. In order to have useful course feedback it is important that everyone responds to the questionnaire. The questionnaire will act as basis for the final course evaluation meeting, where course management and student representative(s) will be present.

Changes since last time

The major change since last time is the adaption towards a more online educational setting due to the restrictions put forth by the consequences of the current pandemic.

Literature

1. Bell, D. (1976) The Coming of Post-Industrial Society. Basic Books.
2. Drucker, P. (1993) The Post-Capitalist Society. Harper Business.
3. Bryman, A. & Bell, E. (2011) Business Research Methods. Oxford university Press
4. Searle, J. (1995) The Construction of Social Reality. The Free Press. (ISBN: 9780684831794)
5. Foray, D. (2006) Economics of Knowledge. MIT Press. (ISBN: 9780262562232)
6. Spender, JC. (1996) Making knowledge the Basis of Dynamic Theory of Firm. Strategic Management Journal, 17: 45–62.
7. Grant, R. (1996) Towards a Knowledge-Based Theory of the Firm. Strategic Management Journal, 17: 109–122.
8. Arora, A., Fosfuri, A. & Gambardella, A. (2001) Markets for Technology and Their Implications for Corporate Strategy. Ind Corp Change 2001; 10 (2): 419- 451
9. Vargo, S. L. & Lusch, R. F. (2004) Evolving to a New Dominant Logic for Marketing. Journal of Marketing: January 2004, Vol. 68, No. 1, pp. 1-17.
10. Schumpeter, J. (1962) Capitalism, Socialism, and Democracy
11. Lundquist, M. & Petrusson, U. (2002) Designing the role of the entrepreneur – using a norm constructionist approach at the interface of research, learning and innovation. (Conference paper from The Triple-Helix conference, Copenhagen, Nov 6-9 2002).
12. Petrusson, U. (2004) Intellectual property & entrepreneurship : creating wealth in an intellectual value chain. Göteborg : Chalmers University of Technology. (ISBN: 9197543101).
13. Petrusson, U. et al (2018) INNOVATIONSVERKSAMHET SOM RÄTTSLIGA HANDLINGSSYSTEM NÅGRA RÄTTSTEORETISKA STÄLLNINGSTAGANDEN
14. Petrusson, U. (2016) Research and Utilization. Title of Swedish first edition: "Forskning och Nyttä" (Tre Böcker Förlag AB, Göteborg, Sweden, 2015). ebook at cip.gu.se.

Schedule

The schedule is outlined in a separate appendix and covers both the activities in this course as well as the activities in the parallel Applied course (TEK296/MED999). The schedule is communicated to the students via email as well as uploaded to Canvas. Any updates are communicated both via email and Canvas.