





| | | |
|-----------|--------|----|
| 5 crédits | 30.0 h | Q1 |
|-----------|--------|----|

| | |
|------------------------|--|
| Enseignants | Artige Lionel (supplée Belleflamme Paul) ;Belleflamme Paul ; |
| Langue d'enseignement | Anglais |
| Lieu du cours | Louvain-la-Neuve |
| Préalables | Micro-économie intermédiaire et introduction à l'organisation industrielle |
| Thèmes abordés | The course aims at analysing the mechanisms and institutions governing the production, use and diffusion of information and knowledge. It also aims at developing a rigorous economic analysis of a large set of issues surrounding intellectual property, R&D and innovation. In this field, the economic approach appears as fundamental as it focuses on markets, incentives and strategic interaction. |
| Acquis d'apprentissage | <p>Having regard to the LO of the programme, this activity contributes to the development and acquisition of the following LO:</p> <ul style="list-style-type: none"> • 1. Corporate citizenship <ul style="list-style-type: none"> • 1.1. 'Demonstrate independent reasoning, look critically ' • 2. Knowledge and reasoning <ul style="list-style-type: none"> • 2.1. Master the core knowledge of each area of management. • 2.2. Master highly specific knowledge ' • 2.3. Articulate the acquired knowledge from different areas • 2.4. Activate and apply the acquired knowledge ' • 3. A scientific and systematif approach <ul style="list-style-type: none"> • 3.1. Conduct a clear, structured, analytical reasoning ' • 3.2. Collect, select and analyze relevant information ' • 3.3.Consider problems using a systemic and holistic approach ' • 3.4. Perceptively synthesize 'demonstrating a certain conceptual distance ' • 3.5.Produce, through analysis and diagnosis, implementable solutions' • 5. Work effectively in an international and multicultural environment <ul style="list-style-type: none"> • 5.2.Position ... the functioning of an organization, in its ...socio-economic dimensions' • 6. Teamwork and leadership <ul style="list-style-type: none"> • 6.1. Work in a team... • 8. Communication and interpersonal skills <ul style="list-style-type: none"> • 8.1. Express a clear and structured message' • 8.2. Interact and discuss effectively ' • 9. Personal and professional development <ul style="list-style-type: none"> • 9.1. Independent self-starter ' • 9.4. Quick study, lifelong learner ' <p>At the end of this course, the student will be able to:</p> <ol style="list-style-type: none"> 1. understand what sets innovation markets apart from other markets. 2. understand why markets often fail when it comes to produce information and knowledge. 3. understand why and how governments should intervene in such markets. 4. use the economic analysis in order to improve their understanding of a number of topical issues (e.g., the impact of patents and generic drugs on the fight against diseases like HIV/AIDS or malaria, software patents, piracy of digital goods, etc). <p>-----</p> <p><i>La contribution de cette UE au développement et à la maîtrise des compétences et acquis du (des) programme(s) est accessible à la fin de cette fiche, dans la partie « Programmes/formations proposant cette unité d'enseignement (UE) ».</i></p> |

| | |
|--|---|
| <p>Modes d'évaluation des acquis des étudiants</p> | <p>Continuous evaluation</p> <ul style="list-style-type: none"> • Date: At each course • Type of evaluation: Course participation • Comments: <p>Evaluation week</p> <ul style="list-style-type: none"> • Oral: No • Written: No • Unavailability or comments: No <p>Examination session</p> <ul style="list-style-type: none"> • Oral: Yes (in French and in English) • Written: No • Unavailability or comments: No |
| <p>Méthodes d'enseignement</p> | <p>The theoretical material is presented during the lectures. Students are asked to work in groups in order to apply the theoretical framework to specific case studies and/or to topical issues.</p> <p>In-class activities</p> <ul style="list-style-type: none"> • Lectures <p>At home activities</p> <ul style="list-style-type: none"> • Readings to prepare the lecture • Paper work • Students presentation |
| <p>Contenu</p> | <p>Summary, content and methods</p> <ol style="list-style-type: none"> 1. We introduce the main concepts and explain why activities generating information and knowledge are marred by three sources of market failures, which contribute to create a generic problem of appropriability. 2. We compare various public policy measures that are designed to alleviate this problem of appropriability. 3. We assess the effect of market structure on the incentives for R&D. 4. We study how patent protection should optimally be designed. In particular, we address the questions of the optimal length and breadth of patents. 5. We apply the previous general analyses to the specificities of the digital economy. Two topical issues are addressed: the piracy of digital products and the development of open-source software. <p>Content</p> <ul style="list-style-type: none"> • Information and appropriability • Market structure and incentives for R&D • Patents and efficiency • Intellectual property in the digital economy |
| <p>Bibliographie</p> | <p>References : Provided during the class Lecture notes and Slides provided through Moodle</p> |
| <p>Autres infos</p> | <p>Internationalisation</p> <ul style="list-style-type: none"> • international case study |
| <p>Faculté ou entité en charge:</p> | <p>CLSM</p> |

| Programmes / formations proposant cette unité d'enseignement (UE) | | | | |
|--|---------|---------|-----------|---|
| Intitulé du programme | Sigle | Crédits | Prérequis | Acquis d'apprentissage |
| Master [120] en ingénieur de gestion | INGE2M | 5 | |  |
| Master [120] en sciences économiques, orientation générale | ECON2M | 5 | |  |
| Master [60] en sciences économiques, orientation générale | ECON2M1 | 5 | |  |
| Master [120] en ingénieur de gestion | INGM2M | 5 | |  |