



SYLLABUS STRUCTURE

1 Number and Name of Module

M09 - Technology transfer process at the University of Hradec Kralove

2 Description of Module

The module focuses on two areas related to technology transfer. The first area explains the need to consider the output of possible intellectual property (IP) protection not only in terms of the research results and experimental development but the overall results of creative activity. This is followed by a general overview of the usual results produced by originators in a university setting and the usual methods of IP protection for them. The second area is aimed at providing a basic overview of the sequence of steps following the creation of results potentially suitable for IP protection, as well as the sequence of steps in the commercialization process.

The first objective of the module is to explain the importance of technology transfer and to stimulate active managerial participation in it. The second objective is to provide an overview to the manager of how technology transfer is implemented at the University of Hradec Kralove by explaining the different phases, responsibilities, and the links between the relevant internal processes.

The module aims to prepare the originator of the results for a situation where s/he or his/her collective will produce creative results that could be considered commercially viable, or should at least be protected as intellectual property. By completing the module, the originator will be able to distinguish between different types of creative results and be able to assign to them the usual form of protection. Consequently, s/he will be aware of the document on the notification of the output of creative activity and the subsequent steps in the decision-making process for the protection of the results and the decision on commercialization.

3 Time Allocation per Module

4 hours



4 Target Group

Researchers, Ph.D. students, Master students

5 Teaching Methods

The frontal method of teaching by lecturing with the help of Trainer's presentation shall be used. This shall be supported by providing Study materials to participants. Emphasis shall be placed on Group discussions.

In case of Online teaching, the use of computer (or similar device) is mandatory.

6 Teaching Forms

On-site/Online

7 Teaching/Training Competences and Experience for Lector

Lector should have practical teaching skills and should be able to engage with the module subject and its participants as well. Lector should have vast knowledge in the field of technology transfer and should have a practical personal experience with patent search, and patent databases (at least 3 years).

To be familiar with the general issues of technology transfer and be able to explain its importance in the activities of a modern university. To be familiar with the Rector's Decree 17/2020 and subsequent internal regulations of the University of Hradec Kralove. To have personal experience of at least some of the technology transfer processes within the University of Hradec Kralove.

8 Knowledge and Skills Obtaining by this Module

As a result of this module, the participant will be able to:

- define technology transfer and its importance,
- guide the originator of the R&D results and explain the sequence of steps that the originator has to go through in the process of technology transfer within the University of Hradec Kralove,



- The module prepares the originator of the results for a situation where s/he or his/her collective will produce creative results that could be considered commercially viable, or should at least be protected as intellectual property. By completing the module, the originator will be able to distinguish between different types of creative results and be able to assign to them the usual form of protection. Consequently, s/he will be aware of the document on the notification of the output of creative activity and the subsequent steps in the decision-making process for the protection of the results and the decision on commercialization.
- distinguish between the different forms of intellectual property protection and demonstrate their use by providing examples,
- behave in an informed manner when the results of creative activity are produced,
- describe the sequence of basic steps in the decision-making process for the protection of the results and commercialization decisions.

9 Required Text and Study Materials

Module syllabus structure;

Study material;

Trainer's presentation.

10 Recommended Literature

Rector's Decree 17/2020 and subsequent internal regulations of the University of Hradec Kralove.

Anderton, A., & Watson, K. (2018). Knowledge Management: A Technology Transfer Perspective. *SSRN Electronic Journal*. <https://doi.org/10.2139/ssrn.3241729>

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Burt, R. S. (1976). Positions in Networks. *Social Forces*, 55(1), 93. <https://doi.org/10.2307/2577097>



Cesaroni, F., & Piccaluga, A. (2016). The activities of university knowledge transfer offices: Towards the third mission in Italy. *The Journal of Technology Transfer*, 41(4), 753–777
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Jansa, L., & Otevřel, P. (2018). Softwarové právo (3. aktualizované a rozšířené vydání). Computer Press.

Kim, T., Park, K., & Kim, E. (2018). Complementary or contradictory? The effects of structural holes and status on innovation. *Innovation*, 20(4), 393–406.

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Lane, P. J., Koka, B. R., & Pathak, S. (2006). The Reification of Absorptive Capacity: A Critical Review and Rejuvenation of the Construct. *Academy of Management Review*, 31(4), 833–863.
<https://doi.org/10.5465/amr.2006.22527456>

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11 Testing Set - Evaluation/Grading Criteria

Participant's successful completion of the module shall be evaluated by test. For successful passing test it is need to obtain a minimum of 70% points.