

# UE14 : Strategies in seed business and intellectual property



Niveau  
d'étude  
BAC +5 /  
master



ECTS  
1 crédits



Composante  
Faculté des  
sciences

## En bref

- Langue(s) d'enseignement: Anglais
- Ouvert aux étudiants en échange: Oui

## Présentation

### Description

- Commercialization and marketing of seed company products
- Applied industrial economics and competition law
- Research and development R&D and intellectual property issues

### Heures d'enseignement

|        |                   |     |
|--------|-------------------|-----|
| CM     | Cours magistral   | 10h |
| TD     | Travaux dirigés   | 10h |
| TPERSO | Travail personnel | 5h  |

### Pré-requis obligatoires

Prior knowledge of the seed industry  
Knowledge of market research and sector analysis

To situate seed companies in their competitive environment

### Compétences visées

- Be able to situate the economic and legal constraints of seed companies
- Protect an innovation and understand its economic implications in terms of competition and competitiveness.

- Understand the strategies of seed companies to valorize their products and the associated marketing policies.
- Analyze the competitive seed market and propose recommendations to the marketing and R&D departments of seed companies.

## Bibliographie

- Carlton D.W. & Perloff J.M. (2015) *Modern Industrial Organization*, Pearson.
- OCDE (2018), *Concentration in Seed Markets: Potential Effects and Policy Responses*, Éditions OCDE <https://doi.org/10.1787/9789264308367-en>.
- Smith, S., Lence, S., Hayes, D., Alston, J., & Corona, E. (2016). Elements of intellectual property protection in plant breeding and biotechnology: interactions and outcomes. *Crop Science*, 56(4), 1401-1411.
- Rousselière, S., Ramani, S. V., & Rousselière, D. (2021). The organizational choice of technology transfer mode: Theory and application to the genetically modified plant industry. *Managerial and Decision Economics*. 42(6) : 1466-1476

Management Simulations and Applied Industrial Economics Games

<https://mitsloan.mit.edu/teaching-resources-library/management-simulations>

<https://economics-games.com/>

International Seed Federation, A Guide to Intellectual Property,

<https://worldseed.org/wp-content/uploads/2021/10/IP-Guide-v15-31may2021.pdf>

## Infos pratiques

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### Lieu(x)

› Angers

### Campus

› Campus Belle-beille

### En savoir plus

Ressources en ligne disponibles

<https://tice.agrocampus-ouest.fr/course/view.php?id=6424>