

UE14 : Strategies in seed business and intellectual property



Niveau
d'étude
BAC +5 /
master



ECTS
2 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

Lieu(x)

› Angers

Campus

› Campus Belle-beille

En savoir plus

Ressources en ligne disponibles

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