


MASTER 2 KTT
2025/26

KNOWLEDGE AND
TECHNOLOGY TRANSFER

*Make innovation
travel safely*

**Start in September
and be graduated
in 2026!**

I E E P I
INSTITUT **E**UROPÉEN **E**NTREPRISE
ET PROPRIÉTÉ INTELLECTUELLE

 Faculté
des **sciences économiques**
et de **gestion**
Université de Strasbourg

MASTER 2 KTT

Knowledge & Technology Transfer

DURATION : 22 DAYS | DATES : September 2025 to November 2026

LOCATION : Strasbourg (France) and Remote Learning | PRICE : 12 500€



CONTEXT

In today's knowledge-based economy, IP assets are playing an increasingly key role. The development of Open Innovation, the exponential increase in the number of patents and patent litigations and the development of IP intermediation tools lead to the emergence of new professions.

In particular, Technology Transfer (TT) and licensing activities become crucial issues and require highly qualified people. TT managers need to possess skills in a very large scope of domains (scientific, legal, intellectual property, financial, negotiation, project management...).

One of the ways to enhance the quality of TT and innovation in Europe is to promote professional competences and support career development of TT managers.

OBJECTIVES

- Delivering a high quality training covering the whole scope of technology transfer activities for professionals with significant experience and to newcomers.
- The training covers all domains related to the activities related to knowledge and technology licensing in and licensing out.

TARGETED AUDIENCE

TT managers, Project managers, Business managers, IP experts or IP lawyers.

DEVELOP & STRENGTHEN YOUR SKILLS

Master the principles, mechanisms and tools of technology transfer

- Understand private-public interactions in the world of research and innovation
- Master the protection of patents, trademarks and designs
- Master all possible forms of technology transfer

Analyze the market and build a strategic model

- Foster the conditions for successful transfer and exchange methodology
- Identify, evaluate and implement opportunities
- Draw up and develop a business model

Master all contractual aspects of knowledge and technology transfer

- Master the rights chain
- Handle the contractual aspects of technology transfer
- Avoid contractual pitfalls

Master the mechanisms of negotiation in an open, international and intercultural context

- Define and implement a negotiation strategy
- Handle objections in a multicultural environment
- Manage conflict and ease tension in difficult negotiation phases

Assess and exploit intangible assets

- Perform a financial audit
- Understand and prepare for the financial conditions required for a successful transfer
- Fundraise through venture capital strategies

Manage, anticipate and control disputes

- Implement internal control and compliance procedures
- Master alternative mechanisms of dispute resolution
- Settle a disputes strategy

Strengthen cognitive skills

- Strengthen critical thinking skills and ability to structure a question.
- Improve ability to formulate ideas clearly and concisely
- Develop intellectual curiosity and creativity

MODULE 1

FUNDAMENTALS OF KTT MANAGEMENT

Topics Covered

- Introduction to innovation ecosystems: key actors and global dynamics
- Fundamentals of Knowledge Management: tacit vs. explicit knowledge, mapping, tools
- Basics of Technology Transfer: process, models, public vs. private approaches
- Interaction between KM and TT: identification and capture of transferable knowledge
- Overview of IP Rights: types, roles, and patent landscape basics

Learning Objectives

- Understand KM and TT fundamentals and their interplay
- Identify key players and processes in innovation and technology transfer
- Recognize the role of IP in supporting knowledge transfer
- Use basic tools for knowledge mapping and TT analysis

MODULE 2

ANALYSING THE MARKET AND BUILDING A STRATEGY

Topics Covered

- Technology transfer landscapes: Europe, US, Asia
- Market segmentation and opportunity identification
- Technology impact assessment and portfolio ranking
- Partner scouting and evaluation techniques
- Designing transfer strategies (licensing, spin-offs, co-development)

Learning Objectives

- Assess market and technological potential of an invention
- Identify and approach strategic partners
- Design and evaluate tailored exploitation strategies
- Interpret international TT environments and their implications

MODULE 4

CONTRACTUAL ASPECTS OF TT

Topics Covered

- Types of agreements: NDA, licensing, MoU, collaboration contracts
- Open source vs. proprietary licensing models
- Spin-off creation and contract frameworks
- Legal impacts of the Unified Patent Court and unitary patents
- Contract negotiation simulations and critical clause analysis

Learning Objectives

- Draft and negotiate technology transfer agreements
- Avoid common contractual pitfalls
- Understand open source licensing impacts
- Integrate new legal frameworks into contract strategy

MODULE 6

LITIGATION AND DISPUTE MANAGEMENT

Topics Covered

- Types of IP litigation: infringement, invalidity, post-licensing disputes
- Overview of procedures before national courts and the Unified Patent Court (UPC)
- Case law and strategic use of litigation
- Drafting robust clauses to prevent disputes (dispute resolution clauses, jurisdiction, mediation)
- Internal controls and audit procedures to limit legal exposure

- Managing compliance in public-private partnerships
- Real-world case studies: litigation as negotiation leverage or commercial tool

Learning Objectives

- Understand key types and stages of IP litigation
- Develop proactive strategies for minimizing legal risks in TT
- Master contractual tools to avoid and manage conflict
- Gain insight into the legal implications of licensing, joint ventures and spin-offs

MODULE 3

VALUATION AND EXPLOITATION OF INTANGIBLE ASSETS

Topics Covered

- Value vs. price in IP and technology transactions
- Valuation methods: cost, market, and income approaches
- Conducting an IP audit or due diligence
- Assessing risks associated with intangible assets
- Strategic use of valuation in licensing and spin-off creation

Learning Objectives

- Apply appropriate valuation methods to various asset types
- Assess the economic impact of intangible assets
- Conduct or understand IP audits and risk analyses
- Support strategic decisions using valuation outcomes

MODULE 5

NEGOTIATION AND COMMUNICATION

Topics Covered

- Negotiation strategies and preparation techniques
- Managing negotiation teams and stakeholder relations
- Cross-cultural communication in international TT
- Simulated negotiation cases and debriefs
- Conflict management and consensus-building approaches

Learning Objectives

- Conduct successful TT negotiations
- Communicate effectively in multicultural environments
- Manage complex stakeholder relationships
- Build confidence through practical negotiation exercises

BUSINESS INTELLIGENCE AND STRATEGIC MONITORING

Topics Covered

- Fundamentals of business intelligence (BI): concepts and tools
- Building a strategic monitoring system: watchtower model, technology radar
- Sources and databases for TT and innovation (patents, academic, competitive)
- Identifying weak signals and mapping emerging trends
- Use of data visualization tools (e.g. Gephi, mapping tools)
- Competitive intelligence applied to TT strategy
- Real-world simulation: strategic response to a competitive threat or opportunity

Learning Objectives

- Implement business intelligence tools to inform TT strategy
- Monitor technological, legal, and competitive environments
- Use BI outputs to support decision-making, risk anticipation, and opportunity detection
- Close the loop of the KTT journey by embedding foresight into professional practice

ADDITIONAL INFORMATION

- The course is made up of modules that can be capitalised and can be followed over 2 years.
- Are you particularly interested in a module? Follow it separately!
- Training eligible for the 'Compte Personnel de Formation (CPF)'.
- Contact Cécile Dagdelen at +33(0)3.92.25.01.31 or www.ieepi.org for further information.

N° CPF : 317407

AN AMBITIOUS TRAINING PROGRAMME

IEEPI was set up on the initiative of the French Ministry of Industry and INPI to provide high-quality training in the economic and strategic aspects of intellectual property.

This Master's degree has been developed in partnership with the University of Strasbourg and in particular the Faculty of Economics and Management (FSEG) - with the aim of covering the whole scope of technology transfer activities for professionals with significant experience and to newcomers.

IEEPI offers access to the best specialists and experts in the field.

A COURSE LEADING TO A DIPLOMA

As part of the IEEPI's partnership with the University of Strasbourg and in particular the Faculty of Economics and Management (FSEG), candidates who successfully complete the entire programme will be awarded a Master 2 in «Management de l'innovation», specialising in «Valorisation et Transfert de Technologie» (level 7 diploma). Upon successful completion of the examinations you will be awarded 60 ECTS credits.

The Master's course includes the writing of a professional dissertation. Each trainee is supervised in writing their dissertation by a teacher-researcher from the University or by a professional in the relevant field.

The course can be taken over 2 consecutive years.

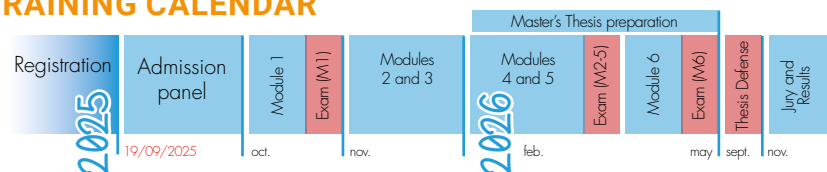
CONDITIONS OF ADMISSION

Admission based on application file possibly followed by an interview. Master 1 degree or equivalent (240 ECTS credits). At least three years of experience.

Applicants who does not hold a Master 1 degree or equivalent can apply for the validation of professional and personal achievements (Validation des Acquis Professionnels et Personnels – VAPP) to the vocational training department of the University of Strasbourg.

To follow the master's course, some knowledge of IP is a plus.

TRAINING CALENDAR



Application deadline: **19/09/2025**

FEES

The cost of the full programme (6 modules) is €12500 net. A reduced price of €11250 net applies to staff from public universities and to participants from SMEs (fewer than 250 employees, not more than 40% owned by a group).

Travel costs (accommodation, transport, meals) and registration fees* are the responsibility of the trainee and/or their employer.

* University fees of €250 (for the academic year 2025/2026) will be payable directly by the trainee to the Continuing Education Department of the University of Strasbourg.

USEFUL INFORMATION

To facilitate your accommodation during your visit to Strasbourg, a list of hotels is available on request.

The organisers reserve the right to make any necessary changes to the programme and speakers.

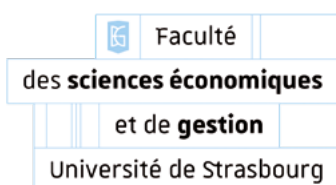


IEEPI
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IN PARTNERSHIP WITH:



MASTER 2 KTT 2025/26

KNOWLEDGE AND TECHNOLOGY TRANSFER

PURCHASE ORDER

To fill and return to IEEPI: 7 rue de l'Écarlate F-67082 Strasbourg Cedex FRANCE
Tel: +33(0)3.92.25.01.31 - Email: ieepi@ieepi.org - Applications must be submitted by 19/09/2025.
We recommend that you send a digital version of your application.

Name of the participant: First name:

Company:

Position: Department:

Address:

Tel: Fax: E-mail:

Name and first name of the training manager:

Adresse :

Tel: Fax: E-mail:



7 rue de l'Écarlate F-67082 Strasbourg Cedex
+33(0)3.92.25.01.40
www.ieepi.org | ieepi@ieepi.org



Must be completed if the invoice is to be made out to an organisation or other company:

Name of collecting organisation or other company :

Address:

Contact person:

Tel: E-mail:

Executive Master tuition fees:
Price 2025/26 Reduced rate 2025/26 ⁽¹⁾

☐ I register for the whole Master KTT (Knowledge and Technology Transfer) ⁽²⁾

The Master 2 is composed of 3- to 5- day long modules taking place in Strasbourg.
In addition, a tutored Master's thesis should be written and defended.

It is possible to attend individual modules in order to complete the Master 2 diploma within 2 years (please contact us for more specifications).
Each module can be followed separately and in the desired order.

MASTER ⁽²⁾ | € 12500 | € 11250

☐ I register only for the following modules

- ☐ Module 1 Fundamentals of KTT management
- ☐ Module 2 Analysing the market and building a strategy
- ☐ Module 3 Valuation and exploitation of intangible assets
- ☐ Module 4 Contractual aspects of TT
- ☐ Module 5 Negotiation, Communication and Business intelligence
- ☐ Module 6 Litigation and Dispute management

6 to 10 October 2025 - in Strasbourg
3 to 7 November 2025 - Remote training
8 to 10 December 2025 - in Strasbourg
2 to 6 February 2026 - Remote training
16 to 20 March 2026 - in Strasbourg
18 to 22 May 2026 - Remote training

Module 1	€ 3250	€ 2930
Module 2	€ 2290	€ 2060
Module 3	€ 2290	€ 2060
Module 4	€ 2290	€ 2060
Module 5	€ 3250	€ 2930
Module 6	€ 2290	€ 2060

TOTAL NET COSTS =

Place:

Date:

Name of the signatory:

Stamp & signature:

The signatory is aware of the general conditions terms and accepts them.

⁽¹⁾ Reduced fare is offered to staff from public universities and to participants from SMEs (fewer than 250 employees, not more than 40% owned by a group).

⁽²⁾ Your full registration to the Master 2 will be effective after the acceptance of your application by the selection board.
IEEPI is exempted from VAT according to the French legislation on training providers.

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Tel: +33(0)3.92.25.01.31 - Email: ieepi@ieepi.org - Applications must be submitted by 19/09/2025.
We recommend that you send a digital version of your application.

To be eligible for consideration, your application file should include:

1. A curriculum vitae
2. A cover letter
3. An ID photo
4. A photocopy of the highest diploma obtained
5. This form duly filled and signed

Be careful, any incomplete file will not be taken into consideration! The file should be sent before 19/09/2025

Civil status

Name: First name:
Birth date:/...../..... Place of birth: Nationality:
Personal address :
.....
.....
Tel: Email:

Professional experience

Actual Position: Department:
Name of the supervisor:

What are the main duties of your office?

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.....
.....

What areas of this Master is of particular interest for you?

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.....

Funding of the training

Please specify who will be in charge of the payment of the fees for this training:

☐ Your employer ☐ Yourself ☐ Other (Specify):

Done in:

The:

Signature:

Commission's decision of the:...../...../.....

☐ Admitted

☐ Not admitted

☐ Complete file

Sign of the delegate:

☐ Incomplete file

Missing documents:

RESERVED FOR ADMINISTRATION.