

WE - WE

STUDENTS' IP POLICY



zoom

19 OTTOBRE ORE 15.00



LINK ISCRIZIONE

<https://zfrmz.eu/I2SLck4QIP9PuLwDvg3X>

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DESCRIZIONE

In this webinar we explore the vexed issue of Student IP Policy. We will focus on two aspects: the policy itself, and the process by which agreements are reached with students. Both elements are critical – no matter how clear (and generous) the policy, it is often the process that gets in the way. However good the process, you're doomed if the policy is ambiguous.

We will define what constitutes a good policy and show a few examples. We will also share tips on what makes a bad process and what can be done about it.

RELATORE

Jeff Skinner London Business School

MODERA

Alessandra Baccigotti Università di Bologna

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