



# EXECUTIVE MASTER

JOINT EXECUTIVE MASTER'S

## Intellectual Property And Innovation

OFFERED BY WIPO, UM6P, OMPIC



Executive Master



September 2025



French / English



Benguerir



12 months



Hybrid

Empowering minds.



# Description

The Executive Master in Intellectual Property and Innovation aims to equip professionals with the knowledge and skills necessary to navigate the complex landscape of intellectual property (IP), technology transfer, and innovation. This program is designed to foster a deep understanding of IP laws, strategies for managing intellectual assets, and the commercialization of innovative ideas.

# Key Benefits

The graduates of this Executive Master's Program will learn from renowned professors, IP experts and industry practitioners. connect with a diverse network of professionals, and gain practical experience through real-world projects and case studies.

The program's flexible structure accommodates the busy schedules of working professionals, allowing them to balance studies with career commitments as mostly all lectures will happen during weekends.

Participants benefit from a comprehensive curriculum that covers all aspects of intellectual property, including law, management, strategy, valuation, and technology transfer. The program also offers customized learning through elective courses, preparing graduates for advanced roles such as IP managers, innovation consultants, and legal advisors. With a global perspective and an innovative approach, the program equips professionals with strategic insights to manage and leverage intellectual assets effectively, driving innovation and competitive advantage within their organizations.

Students who have successfully completed the program will be awarded an Executive Master's degree in Intellectual Property and Innovation by the Mohammed VI Polytechnic University of Ben Guerir on behalf of the partners.





# Structure of the program

## MODULE 1. LEGAL APPROACHES TO INTELLECTUAL PROPERTY & INNOVATION

Sub-module 1.1 : Introduction to Law

Sub-module 1.2 : Protection of Creations

Sub-module 1.3 : Innovation Protection

Sub-module 1.4 : Protection and Commercialization

## MODULE 2. REGULATION & MANAGEMENT OF INTELLECTUAL PROPERTY

Sub-module2.1 : Innovation and Data

Sub-module2.2 : Managing Intellectual Property Assets : Introduction

Sub-module 2.3: Managing Intellectual Property Assets: Contracts And Innovation

Sub-module 2.4: Managing Intellectual Property Assets: Innovation & Commercial Exploitation

Sub-module2.5 : Defence of Intangible Assets



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### MODULE 3. INNOVATION ECONOMICS & POLICY

Sub-module 3.1 Innovation: Economic Definitions, Taxonomies and Models

Sub-module 3.2 Measuring Innovation

Sub-module 3.3 Market Failures and Innovation/ip Policy

Sub-module 3.4 Matching National Innovation Systems and The Ip Framework

Sub-module 3.5 Innovation, Productivity and Growth

### MODULE 4. IP/ PATENT ECONOMICS & MANAGEMENT

Sub-module – 4.1 – Economic Analysis of Patent

Sub-module – 4.2 – IP/Patent As Tools for Innovation Strategy

Sub-module – 4.3 – IP as intangible assets and valuation

Sub-module – 4.4 – The global nature of IP

SUB-MODULE – 4.5 – IP as indicator

SUB-MODULE – 4.6 – Patent/IP economics and the future of technologies



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## Module 5. Principles and practice of technology transfer: an interdisciplinary approach

Sub-module-5.1- University-industry transfer – a step by step approach

Sub-module-5.2-Transfer between companies – a step by step approach



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# The Moroccan Office of Industrial and Commercial Property (OMPIC)

## The Moroccan Office of Industrial and Commercial Property (OMPIC)

is a public institution under the supervision of the Ministry of Industry and Trade, whose main missions include maintaining national registers of industrial property titles such as trademarks, patents, industrial designs, geographical indications and appellations of origin. In addition, it manages the Central Trade Register, listing all commercial enterprises operating in Morocco. OMPIC also supports companies in the development of their intangible assets and is responsible for disseminating a range of information to the public, including legal, technical and commercial information.

Its other missions include promoting better use of industrial and commercial property in cooperation with national and international partners, in order to strengthen the competitiveness of companies and support innovation and creativity. In addition, OMPIC is committed to improving knowledge and developing skills in intellectual and commercial property through the Moroccan Academy of Industrial and Commercial Property (AMAPIC), OMPIC invests in building a knowledgeable environment by offering intellectual property training and skill development programs.

Overall, OMPIC plays a multifaceted role in fostering a strong industrial and commercial property ecosystem in Morocco.



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# The World Intellectual Property Organization (WIPO)

## The World Intellectual Property Organization (WIPO)

WIPO is the global forum for IP policy, services, information and cooperation. As a specialized agency of the UN, WIPO assists its 193 member states in developing a balanced international IP system that enables innovation and creativity for the benefit of all. It helps governments, businesses and society realize the benefits of IP; provides global services to protect IP across borders and resolves IP-related disputes. It delivers capacity building programs to enable all countries to use IP for economic, social and cultural development.

The WIPO Academy is the center of excellence for IP education, training and skills-building for WIPO member states, in particular developing countries, least-developed countries (LDCs) and countries in transition. The WIPO Academy works to help build human capacity in IP, which is essential to innovation.

Read more about the WIPO Academy at <http://www.wipo.int/academy/en/>



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# The University Mohammed VI Polytechnic

University Mohammed VI Polytechnic is an institution focused on applied research and innovation. With its focus on Africa, it aims to rank among the world's leading universities in these fields.

Committed to economic and human development, the University puts research and innovation at the service of the development of the African continent.

This positioning enables it to consolidate Morocco's avantgarde position in these fields, through the implementation of a unique partnership approach and the reinforcement of the training offer in skills relevant to Africa's future.

With its outstanding faculty, cutting edge research facilities, global partnerships and thriving entrepreneurial ecosystem, UM6P is an innovative hub, reflecting the world beyond, with its challenges, prospects and promises.

Located in the commune of Benguerir, close to Marrakech, in the heart of the Mohammed VI Green City, the University Mohammed VI Polytechnic aims to shine on a national and international scale.



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# The Executive Education Science, Technology & Health

The Executive Education Science, Technology & Health at university Mohammed VI Polytechnic (UM6P) supports executive leaders in Morocco and Africa in their development goals through diverse training programs led by recognized experts. Focused on science and technology domains such as digital, sustainable development, mining, renewable energy, Industry 4.0, and more, these courses enable participants to gain advanced knowledge and develop unique expertise in the market.

This is achieved through a favorable, flexible, creative, and stimulating learning environment that encourages practical application through business cases. Centered around science and technology, these programs align with UM6P's pedagogical project, bringing it closer to the realities of professionals.

They also rely on high-quality multidisciplinary scientific research.



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# Technology Transfer Office (TTO)

UM6P's Technology Transfer Office (TTO) drives innovation by managing intellectual property, licensing technologies, evaluating commercial potential, and fostering collaborations. It aims to transform research into tangible solutions that benefit Moroccan society through partnerships with industry, government, and academia. Involvement of the TTO in this executive master program will include providing real-world use cases.

The Technology Transfer Office (TTO) is the UM6P's valorization arm, identifying, promoting and marketing the distinctive intellectual property created by the UM6P's researchers.

The main roles of the TTO are the management and valuation of intellectual property (IP) through the process of Technology Transfer.

Confidentiality, fairness, transparency, equity, and veracity of the information provided by our team being our main values, TTO is committed to accompanying, guiding, and advising all members of the UM6P community on the intellectual property aspects as well as ensuring the technological transfer of the solutions generated within the UM6P laboratories to the world of industry, and entrepreneurship, in accordance with numerous national and international legislations, processes, and protocols.



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# Application

## Admissions requirements

Applicants applying for the program must meet the following criteria :



**Education** : Have at least a master's or engineering degree, preferably in a relevant field such as business, law, engineering, science or technology.



**Professional experience** : preferably have a minimum of 2 to 3 years of professional experience, demonstrating an experience of leadership, responsibility and success in their respective fields.



**Relevant professional elements** : Demonstrate professional practice in a field closely related to innovation, research, creation or protection of intangible assets. This could include roles in research and development, intellectual property management, technology transfer, innovation consulting or related areas.



**Language skills** : Be fluent in French and have a minimum intermediate level of English proficiency in order to benefit from recommended readings and intellectual property works as well as international discussions.



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## Application process

The potential candidates for the Executive Master's Program in Intellectual Property and Innovation must apply directly on official admission website of the Executive Education of Mohammed VI Polytechnic University of Ben Guerir (UM6P) at [https:// exed.um6p.ma/](https://exed.um6p.ma/) then the WIPO Academy website <http://www.wipo.int/academy/en> All applications are reviewed by a distinguished joint committee comprised of representatives from WIPO, OMPIC, and UM6P. Please take into consideration that any application on the UM6P website with registration and submission of documents is completely separate from that on the WIPO Academy website.

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## Trainers

The Master's program will be taught by leading academics from UM6P, OMPIC and WIPO with the participation of leading experts and visiting professors from other universities and industry.

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## Fees

Costs include logistics (accommodation, VIP catering, ...) Individual : 100 000 MAD ( 10 114 USD) Corporate : 120 000 MAD HT (12 115,2 USD excl.taxes.)



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# Learning Environment

## New, fully-equipped facilities

The UM6P campus has been designed to stimulate scientific, cultural, sporting and artistic emulation, with all facilities open to the University community. Spread over 33 hectares in the heart of the future green city of Benguerir and close to Marrakech, the UM6P campus plans to reach 60 hectares by 2025. The UM6P campus has been designed by world-renowned architects whose work is based on sustainable development and the use of local techniques and materials.

## Food and beverage outlets

There are a number of catering options available on the University campus throughout the day, for breakfast or just to share a coffee: restaurants, cafeterias, food trucks, etc.

Accommodation options UM6P is committed to providing you with a comfortable and secure place to live. High-speed internet access and a telephone line are provided in all accommodation.

The residences have a relaxation room with television, and a games room with billiards, table soccer and table tennis. A laundry service (washing machines and dryers) is available in each residence.

Rooms are available for disabled guests.

## Sports activities

- 4 multi-sports fields (tennis, basketball, handball and volleyball)
- 1 NBA-approved basketball court
- 2 mini soccer turf pitches
- A martial arts room
- 25-meter semi-Olympic swimming pool and training pool
- A fitness room
- A weight room
- A dance studio



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# executive education

SCIENCE | TECH | HEALTH

Drive impact through Science, Technology, and Health

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## WIPO

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