



GUJARAT TECHNOLOGICAL UNIVERSITY

Syllabus for Master of Business Administration, 4th Semester

Subject Class: Functional Elective

Subject Name: Intellectual Property Rights (IPR)

Subject Code: 4549288

With effective
from academic
year 2018-19

1. Learning Outcomes:

Learning Outcome Component	Learning Outcome (Student will be able to)
Business Environment and Domain Knowledge (BEDK)	<ul style="list-style-type: none"> • <i>Elaborate</i> on the fundamental legal principles relating to confidential information, copyright, patents, designs, trademarks and unfair competition. • <i>Compare</i> and contrast the different forms of intellectual property protection in terms of their key differences and similarities.
Critical thinking, Business Analysis, Problem Solving and Innovative Solutions (CBPI)	<ul style="list-style-type: none"> • <i>Analyze</i> ownership rights and marketing protection under intellectual property law as applicable to information, ideas, new products and product marketing
Global Exposure and Cross-Cultural Understanding (GECCU)	<ul style="list-style-type: none"> • <i>Deliberate</i> on current and emerging issues relating to the intellectual property protection, including those relating to indigenous knowledge or culture, information technology especially the distribution of material on the internet, biotechnology and international trade.
Social Responsiveness and Ethics (SRE)	<ul style="list-style-type: none"> • <i>Prioritize</i> and critically analyze ethical issues in implementation of rules regarding disclosure of information to the appropriate authorities.
Effective Communication (EC)	<ul style="list-style-type: none"> • <i>Describe</i> and <i>defend</i> best practices in protecting an intellectual property right.
Leadership and Teamwork (LT)	<ul style="list-style-type: none"> • <i>Critically analyze</i> practices to Influence teams for effective IPR protection.

LO – PO Mapping: Correlation Levels:

1 = Slight (Low); 2 = Moderate (Medium); 3 = Substantial (High), “-“= no correlation

Sub. Code: 4549288	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
LO1: <i>Elaborate</i> on the fundamental legal principles relating to confidential information, copyright, patents, designs, trademarks and unfair competition.	3	3	1	3	1	-	-	2	3
LO2: <i>Compare</i> and contrast the different forms of intellectual property protection in terms of their key differences and similarities.	2	2	3	-	3	-	-	2	2



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LO3: Analyze ownership rights and marketing protection under intellectual property law as applicable to information, ideas, new products and product marketing	2	2	2	1	3	-	-	2	2
LO4: Deliberate on current and emerging issues relating to the intellectual property protection, including those relating to indigenous knowledge or culture, information technology especially the distribution of material on the internet, biotechnology and international trade.	1	1	1	1	3	1	-	1	1
LO5: Prioritize and critically analyze ethical issues in implementation of rules regarding disclosure of information to the appropriate authorities.	2	-	2	-	-	-	3	1	-
LO6: Describe and defend best practices in protecting an intellectual property right.	2	2	2	3	1	1	-	1	1
LO7: Critically analyze practices to Influence teams for effective IPR protection.	2	2	2	3	1	-	-	2	1

2. **Course Duration:** The course duration is of **40 sessions of 60 minutes** each.

3. Course Contents:

Module No.	Contents	No. of Sessions	70 Marks (External Evaluation)
I	Overview of Intellectual Property: Introduction to IPR Need for intellectual property right (IPR) WTO provisions under TRIPs World Intellectual Property Organization (WIPO) IPR in India – Genesis and Development of IPR, Regulatory and institutional framework.	10	17
II	Patents: Need for patent, Macro-economic impact of the patent system, Classification of patents in India, Classification of patents by	10	18



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	WIPO, Categories of Patent, Special Patents, Patent document, granting of patent, Rights of a patent, Patent Searching, Patent Drafting, filing of a patent, different layers of the international patent system, Utility models. Copyright: Overview of Copyright, Importance of Copyrights, Process for copyright, Related rights. Industrial Designs: Overview of Industrial Designs, Protection of Industrial Designs		
III	Trademarks & Trade Secret: Overview of Trademarks & Trade Secret, Importance of Trademarks & Trade-secret, Rights of Trademark & Trade Secret, Types of Trademarks, Registration process for Trademark & Trade Secret, Duration of Trademark and trade secret. Geographical Indications: Overview of Geographical Indications, Importance of Geographical Indication Protection.	10	18
IV	IPR for MSME in India. Enforcement of intellectual property rights: Infringement of intellectual property rights Enforcement Measures Intellectual property Audit Emerging Trends in IPR.	10	17
V	Practical: <ul style="list-style-type: none"> Students should identify Indian case studies and Indian Court cases filed by entrepreneurs in relation to IPRs. 	---	(30 marks CEC)

4. Pedagogy:

- ICT enabled Classroom teaching Lectures
- Case Discussions and Role Playing.
- Audio-visual Material (Using CDs/Clippings/ online videos).
- Assignments and Presentations.

5. Evaluation:

Students shall be evaluated on the following components:

	Internal Evaluation	(Internal Assessment- 50 Marks)
A	• Continuous Evaluation Component	30 marks
	• Class Presence & Participation	10 marks
	• Quiz	10 marks
B	Mid-Semester examination	(Internal Assessment-30 Marks)
C	End –Semester Examination	(External Assessment-70 Marks)



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6. Reference Books:

Sr. No.	Author	Name of the Book	Publisher	Year of Publication / Edition
1	David Bainbridge	Intellectual Property	Pearson	2018
2	Dr. R. Karuppasamy, H.C. Bindusha	A Practical Approach to Intellectual Property Rights	Himalaya	Latest Edition
3	Bharti S. Dole, Dilip M. Sarwate	Management Perspectives on IPR	Vishwakarma Publications	2016
4	Subbaram N.R.	Handbook of Indian Patent Law and Practice	S. Vishwanathan	Latest Edition
5	R. Anita Rao & Bhanoji Rao	Intellectual Property Rights – A Primer.	Eastern BookCo.	Latest Edition
6	Vishnu S. Warriar	Understanding Patent Law	Lexis Nexis	Latest Edition
7	The Law Of Intellectual Property Rights	Shiv Sahai Singh	Eastern BookCo.	Latest Edition

Note: Wherever the standard books are not available for the topic appropriate print and online resources, journals and books published by different authors may be prescribed.

7. List of Journals/Periodicals/Magazines/Newspapers / Web Resources, etc.

1. Journal of Intellectual Property Rights
2. Indian Journal of Intellectual Property Law
3. International Journal of Intellectual Property Rights
4. https://www.bits-pilani.ac.in/uploads/Patent_ManualOct_25th_07.pdf