



INSTITUTE OF AERONAUTICAL ENGINEERING

(Autonomous)

Dundigal, Hyderabad -500 043

MASTER OF BUSINESS ADMINISTRATION

COURSE DESCRIPTOR

Course Title	INTELLECTUAL PROPERTY RIGHTS				
Course Code	CMBB07				
Programme	MBA				
Semester	I				
Course Type	Open Elective-I				
Regulation	IARE-R18				
Course Structure	Theory			Practical	
	Lectures	Tutorials	Credits	Laboratory	Credits
	4	-	4	-	-
Chief Coordinator	Ms. K.LAKSHMI REVATHI, Assistant Professor, MBA				
Course Faculty	Ms. K.LAKSHMI REVATHI, Assistant Professor, MBA				

I. COURSE OVERVIEW:

This course introduces the international legal rules, principles and institutions of the world trade organization as well as intellectual property rights. It is the primary organization in the field of economic globalization which actively participates in dispute settlement system, since 1995, has produced a substantial jurisprudence. It governs the rights of the governments to regulate international trade in goods and services and requires them to protect intellectual property. The intellectual property for the protection of creation or innovation or ideas which are to be used to make a product or service or design layout or process which is economical called patents, utilities etc. The main objective is to examine the trade laws and procedures, to protect the intellectual property rights. This course is presented to students by power point projections, lecture notes, course handouts, assignments, objective and subjective tests.

II. COURSE PRE-REQUISITES:

Level	Course Code	Semester	Prerequisites
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III. MARKS DISTRIBUTION:

Subject	SEE Examination	CIA Examination	Total Marks
Intellectual Property Rights	70 Marks	30 Marks	100

IV. DELIVERY / INSTRUCTIONAL METHODOLOGIES:

✓	Chalk & Talk	✓	Quiz	✓	Assignments	✗	MOOCs
✓	LCD / PPT	✓	Seminars	✗	Mini Project	✓	Videos
✗	Open Ended Experiments						

V. EVALUATION METHODOLOGY:

The course will be evaluated for a total of 100 marks, with 30 marks for Continuous Internal Assessment (CIA) and 70 marks for Semester End Examination (SEE). Out of 30 marks allotted for CIA during the semester, marks are awarded by taking average of two CIA examinations or the marks scored in the make-up examination.

Semester End Examination (SEE): The SEE is conducted for 70 marks of 3 hours duration. The syllabus for the theory courses is divided into five units and each unit carries equal weight age in terms of marks distribution. The question paper pattern is as follows. Two full questions with “either” or “choice” will be drawn from each unit. Each question carries 14 marks. There could be a maximum of two sub divisions in a question.

The emphasis on the questions is broadly based on the following criteria:

50 %	To test the objectiveness of the concept.
50 %	To test the analytical skill of the concept OR to test the application skill of the concept.

Continuous Internal Assessment (CIA):

CIA is conducted for a total of 30 marks (Table 1), with 25 marks for Continuous Internal Examination (CIE), 05 marks for Quiz/ Alternative Assessment Tool (AAT).

Table 1: Assessment pattern for CIA

Component	Theory		Total Marks
	CIE Exam	Quiz / AAT	
CIA Marks	25	05	30

Continuous Internal Examination (CIE):

Two CIE exams shall be conducted at the end of the 8th and 16th week of the semester respectively. The CIE exam is conducted for 25 marks of 2 hours duration consisting of two parts. Part–A shall have five compulsory questions of one mark each. In part–B, four out of five questions have to be answered where, each question carries 5 marks. Marks are awarded by taking average of marks scored in two CIE exams.

Quiz / Alternative Assessment Tool (AAT):

Two Quiz exams shall be online examination consisting of 25 multiple choice questions and are to be answered by choosing the correct answer from a given set of choices (commonly four). Marks shall be awarded considering the average of two quizzes for every course. The AAT may include seminars, assignments, term paper, open ended experiments, five minutes video and MOOCs.

VI. HOW PROGRAM OUTCOMES ARE ASSESSED:

Program Outcomes (POs)		Strength	Proficiency assessed by
PO 1	Managerial Skills: Apply knowledge of management theories and practices to solve business problems.	2	Lectures
PO3	Ethics: Ability to develop value based leadership ability.	2	Lectures
PO4	Communication Skills: Ability to understand, analyze and communicate global, economic, legal and ethical aspects of business.	3	Lectures
PO6	Entrepreneurial Skills: Ability to demonstrate the skills and evaluate issues related to entrepreneurship and to develop as entrepreneurs	2	Lectures and Assignments
PO8	Technology skills: Inculcate and develop technical skills to face the competitive world successfully.	2	Lectures

3 = High; 2 = Medium; 1 = Low

VII. COURSE OBJECTIVES:

The course should enable the students to:	
I	Build knowledge and also importance in fundamental of Intellectual Property (IP), International organizations, associations and different treaties.
II	Familiarize with the rights of owners.
III	Understand with the procedures of evaluation, registration, protection and acquisition of trademarks.
IV	Educate student about the new developments in the law of intellectual property rights.
V	Develop trade mark law; copy right law, patent law and intellectual property audits.

VIII. COURSE OUTCOMES (COs):

CO Code	CO's	At the end of the course, the student will have the ability to:	PO's Mapped	Strength of Mapping
CMBB07.01	CO 1	Understand the importance, federal registration and types of intellectual property rights.	PO1	2
CMBB07.02	CO 2	Understand and explain about different international organization and their duties.	PO3	3
CMBB07.03	CO 3	Analyze the function(s) of international organization and agencies.	PO4	2
CMBB07.04	CO 4	Identify the purpose in category of marks under which the trademark registration is made internationally.	PO6	3
CMBB07.05	CO 5	Explain the trademark evaluation and registration process.	PO8	3
CMBB07.06	CO 6	Describe the fundamentals of copyright law and Explain originality of material and rights of reproduction.	PO1	2
CMBB07.07	CO 7	Illustrate international copyright law with respect to ownership and registration of copyright.	PO3	3

CMBB07.08	CO 8	Understand the trade secrets determination, misappropriation, protection for submission and litigation.	PO1	2
CMBB07.09	CO 9	Explain the new international developments in trademarks law, copyright law and patent law.	PO3	3
CMBB07.10	CO 10	Understand the importance of the IP audits and its duties.	PO4	2

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IX. MAPPING COURSE OUTCOMES LEADING TO THE ACHIEVEMENT OF PROGRAM OUTCOMES:

COs	Program Outcomes (POs)							
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO 1	2							
CO 2			3					3
CO 3				2				
CO 4						3		
CO 5	2			2				3
CO 6	2							
CO 7			3					
CO 8	2							3
CO 9			3					
CO 10				2				

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X. ASSESSMENT METHODOLOGIES – DIRECT

CIE Exams	PO 1, PO 3, PO 4, PO 6 PO 8	SEE Exams	PO 1, PO 3, PO 4, PO 6 PO 8	Assignments	PO 1, PO 3, PO 4, PO 6 PO 8	Seminars	-
Laboratory Practices	-	Student Viva		-	-	Certification	-
Term Paper	-						

XI. ASSESSMENT METHODOLOGIES - INDIRECT

✓	Early Semester Feedback	✓	End Semester OBE Feedback
✗	Assessment of Mini Projects by Experts		

XII. SYLLABUS

UNIT – I	INTRODUCTION TO INTELLECTUAL PROPERTY
Introduction, types of intellectual property, international organizations, agencies and treaties, importance of intellectual property rights.	

UNIT – II	TRADE MARKS
Purpose and function of trademarks, acquisition of trade mark rights, protectable matter, selecting and evaluating trade mark, trade mark registration processes.	
UNIT – III	LAW OF COPY RIGHTS AND PATENTS
Fundamental of copy right law, originality of material, rights of reproduction, rights to perform the work publicly, copy right ownership issues, copy right registration, notice of copy right, international copy right law. Law of patents: Foundation of patent law, patent searching process, ownership rights and Transfer.	
UNIT – IV	TRADE SECRETS AND UNFAIR COMPETITION
Trade secretes law, determination of trade secretes status, liability for misappropriations of trade secretes, and protection for submission, trade secretes litigation. Unfair competition: Misappropriation right of publicity, False advertising.	
UNIT – V	NEW DEVELOPMENT OF INTELLECTUAL PROPERTY
New developments in trade mark law; copy right law, patent law, intellectual property audits. International overview on intellectual property, international trade mark law, copy right law, international patent law and international development in trade secretes law.	
Text Books:	
<ol style="list-style-type: none"> 1. Deborah, E. Bouchoux, “Intellectual property right”, Cengage learning, 5th Edition, 2008. 2. Prabuddha ganguli,” Intellectual property right - Unleashing the knowledge economy”, Tata McGraw Hill Publishing Company Ltd, 7th Edition, 2009. 3. Carlos M.Correa” Intellectual property rights, The WTO and Developing countries”, Zed books, 4thEdition, 2006. 	
Reference Books:	
<ol style="list-style-type: none"> 1. Caves, Frankel, Jones, “World Trade and Payments-An Introduction”, Pearson Education, 4th Edition, 2015. 2. Carlos M.Correa, “Intellectual property rights, The WTO and Developing countries”,Zed books. 3. Peter-Tobias stoll, Jan busche, Katrianarend, “WTO- Trade –related aspects of IPR”, Library of Congress. 4. Surendra Bhandari, “World Trade Organization (WTO) and Developing Countries”, Vikas Publishing House. 5. P. K. Vasudeva, “World Trade Organization: Implications on Indian Economy”, Pearson Education, 2015. 6. P.KrishnaRao, WTO, “Text and cases”, Excel Books, 2015. 	

XIII. COURSE PLAN:

The course plan is meant as a guideline. Probably there may be changes.

Lecture No	Topics to be covered	Course Outcomes (COs)	Reference
1-4	Introduction of Intellectual Property (IP)	CO 1	T1:1.1,1:1.2,R1
5-7	Types of IP , International Organizations	CO 2	T1:1.4
8-9	Agencies and Treaties, Importance of Intellectual Property Rights	CO 3	T1:1.4, R2,R3
10-12	Purpose and function of Trademarks	CO 4	T1:2.2 R3,R5
13-14	Acquisition of Trademarks Rights and Protectable Matter	CO 4	T1:2.4, 2.9
15-18	Selecting and Evaluating Trade Mark and Trademark Registration Processes	CO 6	T1:3.1, R5,R6

Lecture No	Topics to be covered	Course Outcomes (COs)	Reference
19-21	Fundamentals of Copyright Law	CO 7	T1:10.2 R2
22-23	Originality of material and rights of Reproduction	CO 8	T1:11.2
24-25	Trade Secrets Law, Determination of Trade Secrets status	CO 8	T1:2.1, T1:2.3, R2,R3
26-27	Liability for misappropriations of Trade Secrets	CO 10	T1:22.2
28-29	Protection for submission, trade secrets Litigation	CO 11	T1:22.5, 1:22.8
30-31	Unfair Competition: Misappropriation of right of publicly, False advertising	CO 12	T1:23 R3,R4
32-35	New developments in Trade Law	CO 10	T1:23.3
36-39	New developments in Copyright Law	CO 5	T1:7 R5,R6
40-41	New developments in Patent Law	CO 3	T1:8
42-43	Intellectual Property Audits and International Overview of IP	CO 5	T1:15.7
44-45	International Trademark Law, Copy right Law, patent Law and Trade Secrets Law	CO 6	T1:16, 1:21.1,2

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XIV. GAPS IN THE SYLLABUS - TO MEET INDUSTRY / PROFESSION REQUIREMENTS:

S No	Description	Proposed actions	Relevance with pos
1	Functions, global rules of world trade organizations	Guest Lectures	PO 1,PO 3, PO 4, PO 6
2	Historical reasons behind the establishment of World Intellectual Property Organization role and its functions	Seminars/ Guest Lectures	PO 1,PO 3, PO 4, PO 8
3	Federal law and common law for the protection of trademark, copyright, patents and trade secrets internationally	Seminars/ Guest Lectures	PO 1,PO 3, PO 4, PO 6

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