



# INSTITUTE OF AERONAUTICAL ENGINEERING (Autonomous)

Dundigal, Hyderabad -500 043

## MASTER OF BUSINESS ADMINISTRATION

### COURSE INFORMATION SHEET

Course Title	World Trade Organization and Intellectual Property Rights			
Course Code	CMB302			
Programme	MBA			
Semester	I			
Course Type	FOUNDATION			
Regulation	IARE-R16			
Course Structure	Lectures	Tutorials	Practicals	Credits
	4	-	-	3
Course Coordinator	Ms. P.Bindu Madhavi, Assistant Professor, MBA			
Course Faculty	Ms. P.Bindu Madhavi, 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	Credits
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#### III. MARKS DISTRIBUTION:

Subject	SEE Examination	CIA Examination	Total Marks
World Trade Organization and Intellectual Property Rights	70 Marks	30 Marks	100

#### 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.

#### CONTINUOUS INTERNAL ASSESSMENT (CIA):

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

**CONTINUOUS INTERNAL EXAMINATION (CIE):**

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 20 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, micro projects, five minutes video and MOOCs.

**IV. DELIVERY / INSTRUCTIONAL METHODOLOGIES:**

√	CHALK & TALK	√	QUIZ	√	ASSIGNMENTS	X	MOOCs
√	LCD / PPT	√	SEMINARS	X	MINI PROJECT	X	VIDEOS
X	OPEN ENDED EXPERIMENTS						

**V. ASSESSMENT METHODOLOGIES – DIRECT:**

√	CIE EXAMS	√	SEE EXAMS	√	ASSIGNMENTS	√	SEMINARS
X	LABORATORY PRACTICES	X	STUDENT VIVA	X	MINI PROJECT	X	CERTIFICATION
X	TERM PAPER						

**VI. ASSESSMENT METHODOLOGIES – INDIRECT:**

√	ASSESSMENT OF COURSE OUTCOMES (BY FEEDBACK, ONCE)	√	STUDENT FEEDBACK ON FACULTY (TWICE)
X	ASSESSMENT OF MINI PROJECTS BY EXPERTS		

**VII. COURSE OBJECTIVES (COs):**

The course should enable the students to:

- I. Gain knowledge in world trade organization and agreements between nations.
- II. Safeguard the intellectual property with international trade agreements.
- III. Understand types of intellectual property rights.
- IV. Apply different laws in protection of intellectual property rights and its implementation.
- V. Develop laws by the countries for the protection of trademark, copyright, patents and trade secrets globally

**VIII. COURSE LEARNING OUTCOMES (CLOs):**

Students, who complete the course, will have demonstrated the ability to do the following:

CCMB302.01	Understand and gain knowledge in the basic structure of the world trade organization, especially the general agreement on tariffs and trade and their relation with other institutions, states and laws.
CCMB302.02	Awareness of principles and governing the settlement of trade dispute at the world trade organization.
CCMB302.03	Understand the concept of non-discrimination, as expressed in the principles of national treatment and the most favored national treatment
CCMB302.04	Use and explore the nature and implications of efforts to protect intellectual property rights through the world trade organization, in particular the agreement on trade-related intellectual property rights.

CCMB302.05	Discuss the purpose of establishing different treaties and conventions for protection of law in trading and intellectual property rights.
CCMB302.06	Use and explore the nature and implications of efforts to prohibit trade-related investment measures, such as local content requirements, which are inconsistent with general agreement on tariffs and trade.
CCMB302.07	Understand different types of intellectual property rights, in use in various countries and classifying them.
CCMB302.08	Significance of different intellectual property rights like trademarks, copyrights, patents and geographical indications globally
CCMB302.09	Analyze the purpose, function and acquisition of the trademarks, copyrights, patents and geographical indications.
CCMB302.10	Discuss the fundamentals in copyright, patent and trademark law and explain their utilization in the real business world
CCMB302.11	Analyze the basic principles required for granting the copyright, patent and trademark and the priority of rights given to the owners
CCMB302.12	Know the different classes according to Vienna classification in goods and services under which the trademark is accepted for registration
CCMB302.13	Understand the patent searching processes and transfer of ownership on patents.
CCMB302.14	Analysis about the new international developments in trademarks law and copyright law and patent law.
CCMB302.15	Analyzing various kinds of unfair competition seen in the competitive world like passing off, false advertising and dilution of mark.
CCMB302.16	Acquire knowledge in the international copyright law with respect to ownership and registration of copyrights.
CCMB302.17	Understand how to apply design and geographical indication for getting registration and also the process of registration.
CCMB302.18	Gain knowledge in the basic principles required for design and geographical indication and to get registration.

#### IX. HOW PROGRAM OUTCOMES ARE ASSESSED (POs):

Program Outcomes (POs)		Level	Proficiency assessed by
<b>PO1</b>	Ability to apply management fundamentals in practical world	S	Assignments
<b>PO2</b>	An ability to identify, formulate and solve managerial problems.	H	Assignments
<b>PO3</b>	Demonstrate abilities such as initiative taking and innovative thinking in their acts.	S	Assignments and Guest lectures
<b>PO4</b>	An ability to function effectively on multi-disciplinary teams.	N	----
<b>PO5</b>	To inculcate zeal of self learning.	N	----
<b>PO6</b>	Enhancing entrepreneurship abilities so that the students are induced to undertake independent ventures	H	Lectures and Assignments
<b>PO7</b>	An ability to understand professional and ethical responsibility	S	Lectures and Assignments
<b>PO8</b>	An ability to communicate effectively.	N	----
<b>PO9</b>	Enhancing knowledge of contemporary issues.	S	Assignments
<b>PO10</b>	Recognition of the need for and an ability to engage in life-long learning	N	-----
<b>PO11</b>	An ability to understand the impact of managerial solutions in a global, economic, environmental and societal context.	S	Case Study
<b>PO12</b>	Ensuring holistic development of students.	N	----

N= None

S= Supportive

H = Highly Related

**X. HOW PROGRAM SPECIFIC OUTCOMES ARE ASSESSED:**

<b>Program Specific Outcomes (PSOs)</b>		<b>Level</b>	<b>Proficiency assessed by</b>
<b>PSO1</b>	<b>Professional Skills:</b> Able to utilize the knowledge of management practices in innovative, dynamic and challenging environment in the organizations.	H	Lectures, Assignments
<b>PSO2</b>	<b>Creativity:</b> Create value through identifying customer needs and implementing integrated production and distribution of goods, services and information.	S	Assignments
<b>PSO3</b>	<b>Problem-Solving Skills:</b> Can develop capacity to adapt and innovative to solve problems, to cope with unforeseen events and to manage in unpredictable environments.	N	-----
<b>PSO4</b>	<b>Successful Career and Entrepreneurship:</b> An understanding of social awareness and environmental wisdom along with ethical responsibility to have a successful career and to sustain passion and zeal for real world applications using optimal resources as an Entrepreneur.	H	Guest Lecture

N - None

S - Supportive

H - Highly Related

**XI. SYLLABUS:**

<b>UNIT – I</b> <b>INTRODUCTION:</b> General agreement on tariffs and trade (GATT) eight rounds: Uruguay round, world trade organization: structure, technology transfer, dispute resolution mechanism, Doha declaration world trade organization agreements including trade related intellectual properties rights and trade related investment measures.
<b>UNIT – II</b> <b>WORLD INTELLECTUAL PROPERTY ORGANIZATION:</b> Paris convention, Bern convention, Budapest treaty, Madrid agreement, Hague agreement.
<b>UNIT – III</b> <b>PATENTS:</b> Historical background of intellectual property rights, introduction, definition and classification of intellectual property, patents, patentable and non-patentable inventions.  Legal requirement for patents, types of patent applications, patent documents: specification and claims, important procedural aspects, management of intellectual property rights assets and intellectual property portfolio, commercial exploitation of intellectual property.
<b>UNIT – IV</b> <b>DESIGNS AND GEOGRAPHICAL INDICATIONS:</b> Designs: basic requirements, procedure, convention application term, date, geographical indication: definition, what can be registered, who can apply, rights, term, restrictions.
<b>UNIT – V</b> <b>TRADEMARK AND COPYRIGHTS:</b> Definition, classification of trademarks, classifications of goods and services, Vienna classification, trademarks procedure, trademarks enforcement: infringement and passing off, remedies, copyrights, term of copyrights, and procedure of copyright assignment of copyright, copyright infringement remedies.

**TEXT BOOKS:**

1	P.K.Vasudeva, "World Trade Organization: Implications on Indian Economy", Pearson Education, 2015.
2	P.Krishna Rao, "WTO, Text and Cases", Excel Books, Revised Edition, 2015.
3	Carlos M.Corr�a-"Intellectual Property Rights, The WTO and Developing countries"- Zed books, Revised edition 2015

**REFERENCES:**

1	Caves, Frankel, Jones," World Trade and Payments-An introduction", Pearson Education, Revised Edition 2015.
2	Carlos M.Corr�a-"Intellectual Property Rights, "The WTO and Developing countries"-Zed books, 2014.

3	Peter-Tobias stoll, Jan burche, Katrianarend-“WTO-Trade-Related Aspects of IPR-Library of Congress”, Pearson Education, 2014.
4	Surendra Bhandari-“World Trade Organization and Developing Countries”, Vikas Publishing House, Revised Edition, 2014

## XII. COURSE PLAN:

The course plan is meant as a guideline. There may probably be changes.

Lecture No.	Learning Objectives (LOs)	Topics to be covered	Reference
1-4	Meaning, definitions, importance of general agreement on tariffs and trade and Uruguay round.	Explain the History, meaning, importance of general agreement on tariffs and trade and Uruguay round.	T1 & T3
5-7	Objectives, significance and duties of world trade organization and its structure and the procedure of technology transfer in trade.	Discuss the objectives, significance, duties of world trade organization structure and technology transfer.	T1
8-9	Development of friendly relation and solving dispute between member countries while trading.	Examine the dispute resolution mechanism in world trade organization	T1
10-12	Importance of Doha declarations and the reasons why it has made, what is the importance of Doha declaration and how it supports the world trade organization and WTO agreements	Explain the reasons for Doha declaration and how the world trade organization agreements include in trade.	T1
13-14	To explore the nature and implications of efforts to protect intellectual property rights: through the world trade organization, in particular the agreement on trade related intellectual property rights and trade investment measures. Difference between trades related intellectual property rights and trade investment measures	Discuss the difference between trade related intellectual property rights and trade investment measures.	T3
15-18	Knowing scope of industrial property, national treatment for nationals of countries, benefits for the member countries in trading. the protection of works and the rights of their authors, basic three principles, minimum protection to be granted, as well as special provision available to developing countries.	Explain the History, meaning, objectives, functions and advantages of Paris convention and Berne convention	T3
19-21	Reasons for the development of Budapest treaty and international recognition of the deposit of microorganism for the purposes of patent procedure and its benefits. Madrid agreement, as well as the protocol relating to the protection of trademark registrations. Hague agreement which governs the international registration of industrial designs and reasons for the agreement for protection of industrial designs	Discuss the History, meaning, objectives, functions and advantages of Budapest treaty, Madrid agreement, Hague agreement	T1&T3
22-23	History of intellectual property rights and its importance, and its types of intellectual property rights	Explain the historical background, definition of intellectual property rights and classification of intellectual property rights	T3.
24-25	Understand the requirement for patentable and also non patentable inventions. What is the basic requirements for Copyrightability and Trademark	Discuss Patent, Differentiate patentable and non patentable invention.	T3

26-27	Understand the law of patents, registration process. What are the types of patent application and important procedural aspects.	Discuss the legal requirement for patents, types of patent application and patent document: Specification and claims, important procedural aspects	T3
28-29	How the intellectual property rights help the business and how far the Intellectual property rights support as a goodwill, commercial exploitation assets and its portfolio	Management of intellectual property rights assets and intellectual property portfolio	T3
30-31	Under the way, how the management utilize the intellectual property in their business	Commercial exploitation of intellectual property.	T3
32-35	Analyze the basic requirement for adopting geographical indication by the state or country and its basic requirements for granting geographical indication	Design: Basic requirement, procedure, convention application term, date geographical indication	T1&T3
36-39	Understand the classification of trademarks and goods and services	Definition: Trademarks and Copyrights, classification of trademarks, classification of goods and services.	T3
40-41	Gain knowledge in international classes and searching, filling application for registration	Vienna classification, trademarks procedure	T3
42-44	Explain different types of infringement and how to overcome them	Trademarks enforcement: infringement and passing off, remedies	T3
45-46	Definition of copyright, procedure for filling the copyright and infringement and remedies available for the owners	Copyright term, procedure of copyright assignment of copyright, copyright infringement remedies	T3

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

S. NO	DESCRIPTION	PROPOSED ACTIONS	RELEVANCE WITH POs	RELEVANCE WITH PSOs
1	Functions, global rules of world trade organizations	Seminars	PO 3, PO 4, PO 8	PSO 1
2	Historical reasons behind the establishment of World Intellectual Property Organization role and its functions	Seminars/ Guest Lectures	PO 1, PO 5, PO11	PSO 4
3	Federal law and common law for the protection of trademark, copyright, patents and trade secrets internationally	Seminars/ Guest Lectures	PO2, PO 6, PO 12	PSO 4

### XIV. MAPPING COURSE OBJECTIVES LEADING TO THE ACHIEVEMENT OF PROGRAM OUTCOMES AND PROGRAM SPECIFIC OUTCOMES:

Course Objectives	Program Outcomes (POs)												Program Specific Outcomes (PSOs)			
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO 1	PSO 2	PSO 3	PSO 4
I	H	-	-	-	-	-	-	-	-	-	-	-	H	-	-	-
II	-	H	-	-	-	-	-	-	-	-	-	-	-	-	H	-
III	-	-	-	-	S	-	-	-	-	-	-	-	H	-	-	-

IV	-	-	-	-	-	-	-	-	-	-	H	-	-	-	H	-
V	-	-	-	-	-	-	-	-	-	-	S	-	-	-	H	-

**S= Supportive**

**H = Highly Related**

**XV. MAPPING COURSE LEARNING OUTCOMES LEADING TO THE ACHIEVEMENT OF PROGRAM OUTCOMES AND PROGRAM SPECIFIC OUTCOMES:**

Course Learning Outcomes	Program Outcomes (POs)												Program Specific Outcomes (PSOs)			
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO 1	PSO 2	PSO 3	PSO 4
CMB302.01	H	-	-	-	-	-	-	-	-	-	-	-	H	-	-	-
CMB302.02	-	H	-	-	-	-	-	-	-	-	-	-	-	S	-	-
CMB302.03	-	-	-	-	-	-	-	-	S	-	-	-	H	-	-	-
CMB302.04	-	H	-	-	-	-	-	-	-	-	-	-	-	-	S	H
CMB302.05	-	H	-	-	-	-	-	-	-	-	-	-	-	-	H	-
CMB302.06	-	-	H	-	-	-	-	-	-	-	-	-	-	-	-	H
CMB302.07	-	-	-	-	-	-	S	-	-	-	-	-	H	-	-	-
CMB302.08	-	-	-	-	-	-	S	-	-	-	H	-	-	-	-	S
CMB302.09	-	-	-	-	-	-	-	-	-	-	H	-	H	-	-	-
CMB302.10	-	-	-	-	-	H	-	-	-	-	-	-	H	-	-	-
CMB302.11	-	-	-	-	-	-	S	-	-	-	-	-	S	-	-	-
CMB302.12	-	-	-	-	-	-	S	-	-	-	-	-	-	-	H	S
CMB302.13	-	H	-	-	-	-	-	-	-	-	-	-	H	-	-	-
CMB302.14	-	-	-	-	-	-	-	-	-	-	H	-	H	-	-	-
CMB302.15	-	-	-	-	-	-	S	-	-	-	-	-	-	-	S	-
CMB302.16	-	-	-	-	-	-	S	-	-	-	-	-	H	-	-	-
CMB302.17	-	-	-	-	-	-	-	-	S	-	-	-	S	-	-	-
CMB302.18	-	-	H	-	-	-	-	-	-	-	-	-	H	-	-	-

**S= Supportive**

**H = Highly Related**

**XVI. DESIGN BASED PROBLEMS (DP) / OPEN ENDED PROBLEM:**

1. Why are the technical barriers to trade (TBT) agreement a part of the world trade organization agreement? What are the goals of the TBT agreement? Which WTO members are bound by the TBT Agreement?
2. Why Intellectual Property law is serious business; any blatant infringement will result in serious consequence, largely financial or to the offender's reputation list out such cases and submit them as a report.
3. Present a power point presentation to demonstrate that world trade obligations are being enforced rigorously, objectively and expeditiously globally.

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