



INSTITUTE OF AERONAUTICAL ENGINEERING

(Autonomous)

Dundigal, Hyderabad - 500 043

MASTER OF BUSINESS ADMINISTRATION

ATTAINMENT OF COURSE OUTCOME – ACTION TAKEN REPORT

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| Name of the faculty: | Dr. S. Shivashankar Rao | Department: | MBA |
| Regulation: | IARE - R18 | Batch: | 2020 - 2022 |
| Course Name: | Intellectual Property Rights | Course Code: | CMBB07 |
| Semester: | I | Target Value: | 60% (1.8) |

Attainment of COs:

| Course Outcome | | Direct attainment | Indirect attainment | Overall attainment | Observation |
|----------------|---|-------------------|---------------------|--------------------|----------------------------|
| CO1 | Infer the importance, federal registration process and types of intellectual property rights for registering their Intellectual Property. | 3 | 2.2 | 2.8 | Attainment target reached. |
| CO2 | Interpreting the trademarks acquisition process while acquiring the rights against trademarks. | 3 | 2.2 | 2.8 | Attainment target reached. |
| CO3 | Assess the originality of material with respect to copyrights during the time of registration of copyrights. | 2.7 | 2.2 | 2.6 | Attainment target reached. |
| CO4 | Analyze the fundamentals of patent law to transfer the ownership rights against trademarks. | 2.1 | 2.2 | 2.1 | Attainment target reached. |
| CO5 | Elucidate the trade secrets determination, misappropriation, protection for purpose of any infringement. | 2.1 | 2.2 | 2.1 | Attainment target reached. |
| CO6 | Assess on the importance of the IP audits and its duties for maintaining proper documentation. | 0.9 | 2.2 | 2.1 | Attainment target reached. |

Action taken report:

In this Course, the entire COs reached attainment level and further need to maintain the same tendency by

1. Conducting Guest lectures on IPR issues
2. Delivering more lectures on IP audits and related documentation
3. Making the student file a patent for a product development

Course Coordinator

HOD