

GUJARAT TECHNOLOGICAL UNIVERSITY

MASTER OF BUSINESS ADMINISTRATION

Year – 2 (Semester – IV) (W.E.F. Academic Year 2018-19)

Specialization: Entrepreneurship and Family Business

Subject Name: Intellectual Property Rights (IPR)

Subject Code: 3549262

1. Learning Outcome:

- Understanding of the fundamental legal principles relating to confidential information, copyright, patents, designs, trademarks and unfair competition.
- Ability to identify, apply and assess principles of law relating to each of these areas of intellectual property.
- Ability to demonstrate a capacity to identify, apply and assess ownership rights and marketing protection under intellectual property law as applicable to information, ideas, new products and product marketing;

2. **Course Duration:** The course duration is of **36 sessions of 75 minutes** each.

3. Course Contents:

Module No.	Modules / Sub-Modules	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.	9	17
II	Patents: Need for patent, Macro-economic impact of the patent system, Classification of patents in India, Classification of patents by 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	9	18
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	9	18

	& Trade Secret, Duration of Trademark and trade secret. Geographical Indications: Overview of Geographical Indications, Importance of Geographical Indication Protection.		
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.	9	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. Teaching Methods:

The course will use the following pedagogical tools:

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

5. Evaluation:

The evaluation of participants will be on continuous basis comprising of the following elements:

A	Continuous Evaluation Component comprising of Projects / Assignments / Quiz / Class Participation / Class test / Presentation on specific topic etc.	(Internal Assessment- 50 Marks)
B	Mid-Semester examination	(Internal Assessment-30 Marks)
C	End –Semester Examination	(External Assessment-70 Marks)

6. Reference Books:

Sr. No.	Author	Name of the Book	Publisher	Year of Publication
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 Book Co.	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, etc.

1. Journal of Intellectual Property Rights
2. Indian Journal of Intellectual Property Law
3. International Journal of Intellectual Property Rights