



GUJARAT TECHNOLOGICAL UNIVERSITY

Syllabus for Master of Business Administration (Part-Time), 5th Semester

Subject Class: Functional Elective

Subject Name: Intellectual Property Rights (IPR)

Subject Code: 4559988

With effective
from academic
year 2018-19

1. Learning Outcome:

Learning Outcome Component	Learning Outcome (Learner will be able to)
Business Environment and Domain Knowledge (BEDK)	<ul style="list-style-type: none"> Assessing the fundamental legal principles relating to confidential information, copyright, patents, designs, trademarks and unfair competition. Compare 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"> Identify, apply and assess 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"> Assess 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"> Develop commitment to rules regarding disclosure of information to the appropriate authorities.
Effective Communication (EC)	<ul style="list-style-type: none"> Create a substantial piece of written work that engages in thoughtful analysis of an intellectual property issue.
Leadership and Teamwork (LT)	<ul style="list-style-type: none"> Motivate individuals and teams to develop sensitivity towards protecting the confidentiality of intellectual property.

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 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	10	18



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	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: • 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)

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



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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