



Gyanmanjari
Innovative University

Course Syllabus

Gyanmanjari Institute of Management Studies

Semester-2 (MBA)

Subject: Intellectual Property Rights- MBAXX12304

Type of course: Ability Enhancement Courses (AEC)

Prerequisite:

Any graduate with the basic knowledge of fundamentals of management.

Rationale:

The course is designed to provide comprehensive knowledge to the students regarding the general Principles of IPR, Concept and Theories, Criticisms of Intellectual Property Rights, International Regime Relating to IPR.

Teaching and Examination Scheme:

Teaching Scheme			Credits	Examination Marks					Total Marks
CI	T	P		C	Theory Marks		Practical Marks		
			ESE		MSE	V	P	ALA	
04	00	00	04	60	30	10	00	50	150

Legends: CI-Classroom Instructions; T – Tutorial; P - Practical; C – Credit; ESE – End Semester Examination; MSE- Mid Semester Examination; V – Viva; CA - Continuous Assessment; ALA-Active Learning Activities.



Course Content:

Sr. No	Course content	Hrs.	% Weightage
1	Overview of Intellectual Property <ul style="list-style-type: none"> ● Introduction ● The need for intellectual property right (IPR) ● Kinds of Intellectual Property Rights: Patent, Copyright, Trade Mark, Design, Geographical Indication, Plant Varieties and Layout Design-Genetic Resources and Traditional Knowledge – Trade Secret – IPR in India 	12	25
2	Patents <ul style="list-style-type: none"> ● Elements of Patentability ● Non Obviousness (Inventive Steps) ● Industrial Application - Non-Patentable Subject Matter ● Registration Procedure ● Rights and Duties of Patentee ● Assignment and license ● Restoration of lapsed Patents ● Surrender and Revocation of Patents ● Infringement ● Remedies & Penalties ● Patent office and Appellate Board 	15	25
3	Copyrights <ul style="list-style-type: none"> ● Nature of Copyright ● Subject matter of copyright : Original, Literary, Dramatic, Musical, Artistic works ● Registration Procedure ● Term of protection ● Ownership of copyright ● Assignment and licence of copyright ● Infringement ● Remedies & Penalties 	15	25



4	<p>Concept of Trademarks</p> <ul style="list-style-type: none"> ● Different kinds of marks (brand names, logos, signatures, symbols, well-known marks, certification marks and service marks) ● Registration of Trademarks ● Rights of holder and assignment and licensing of marks ● Infringement ● Remedies & Penalties <p>Current Contour</p> <ul style="list-style-type: none"> ● India's New National IP Policy 2016 ● Govt. of India step towards promoting IPR ● Govt. Schemes in IPR ● Career Opportunities in IP 	18	25
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Continuous Assessment:

Sr. No	Active Learning Activities	Marks
1	<p>Poster Making</p> <p>The students have to prepare poster raising awareness of intellectual property rights and students are required to Upload it on GMIU Web Portal.</p>	10
2	<p>Application of Patent</p> <p>Students are required to prepare note about application of Patent and are required to upload it on GMIU Web Portal.</p>	10
3	<p>Sample of Patent</p> <p>Students will prepare a patent as per the standard format and Upload it on GMIU Web Portal.</p>	10
4	<p>Registration of Trademark</p> <p>Students are required to prepare a detailed note about registration of Trademark and are required to upload it on GMIU Web Portal.</p>	10
5	<p>Application of Copyright</p> <p>Students are required to prepare note about application of Copyright and are required to upload it on GMIU Web Portal.</p>	10
Total		50



Suggested Specification table with Marks (Theory):60

Distribution of Theory Marks (Revised Bloom's Taxonomy)						
Level	Remembrance (R)	Understanding (U)	Application (A)	Analyze (N)	Evaluate (E)	Create (C)
Weightage	30%	30%	30%	10%	-	-

Note: This specification table shall be treated as a general guideline for students and teachers. The actual distribution of marks in the question paper may vary slightly from above table.

Course Outcome:

After learning the course, the students should be able to:	
CO1	Understand fundamental aspects of Intellectual property Rights
CO2	Disseminate the knowledge on patents, patent regime in India and abroad and registration aspects
CO3	Gain the knowledge on copyrights and its related rights and registration aspects
CO4	Acquire the knowledge on trademarks, registration aspects and awareness about current trends in IPR

Instructional Method:

The course delivery method will depend upon the requirement of content and the needs of students. The teacher, in addition to conventional teaching methods by black board, may also use any tools such as demonstration, role play, Quiz, brainstorming, MOOCs etc.

From the content 10% topics are suggested for flipped mode instruction.

Students will use supplementary resources such as online videos, NPTEL/SWAYAM videos, e-courses, Virtual Laboratory

The internal evaluation will be done on the basis of Active Learning Assignment

Practical/Viva examination will be conducted at the end of semester for evaluation of performance of students in the laboratory.



Reference Books:

1. Nithyananda,KV (2019) Intellectual Property Rights: Protection and Management. India, Cengage Learning India Private Limited.
2. Neeraj,P., & Khusdeep,D. (2014) Intellectual Property Rights India, PHI learning Private Limited.
3. Ahuja,VK. (2017) Law relating to Intellectual Property Rights India, LexisNexis.
4. Subramanian,N., & Sundararaman,M. (2018) Intellectual Property Rights – AnOverview.

