

GANPAT UNIVERSITY									
FACULTY OF MANAGEMENT STUDIES									
Programme		Master of Business Administration				Branch/Spec.		Entrepreneurship	
Semester		IV				Version		1.0.0.0	
Effective from Academic Year			2020-21			Effective for the batch Admitted in			June 2020
Subject code		IVA05IPR		Subject Name		INTELLECTUAL PROPERTY RIGHTS			
Teaching scheme						Examination scheme (Marks)			
(Per week)	Lecture(DT)		Practical(Lab.)		Total		CE	SEE	Total
	L	TU	P	TW					
Credit	4	0	0		4	Theory	60	40	100
Hours	4	0	0		4	Practical			
Pre-requisites:									
Learning Outcome:									
<ul style="list-style-type: none"> IVA05IPR.CO1: Understand the concept, scope, and types of intellectual property rights and their role in promoting innovation at national and global levels. IVA05IPR.CO2: Apply legal principles and procedures related to patents, copyrights, and trademarks for business protection and compliance. IVA05IPR.CO3: Analyze issues related to infringement, licensing, and enforcement of intellectual property to ensure ethical and legal management of innovation. IVA05IPR.CO4: Evaluate the strategic importance of IPR in business competitiveness, focusing on design, geographical indications, and plant variety protections. 									
Theory syllabus									
Unit	Content								Hr
1	Overview of Intellectual Property: Introduction and 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 : Genesis and development – IPR in abroad - Major International Instruments concerning Intellectual Property Rights: Paris Convention, 1883, the Berne Convention, 1886, the Universal Copyright Convention, 1952, the WIPO Convention, 1967, the Patent Co-operation Treaty, 1970, the TRIPS Agreement, 1994								15
2	Patents - Elements of Patentability: Novelty, Non Obviousness (Inventive Steps), Industrial Application - Non - Patentable Subject Matter - Registration Procedure, Rights and Duties of Patentee, Assignment and licence, Restoration of lapsed Patents, Surrender and Revocation of Patents, Infringement, Remedies & Penalties - Patent office and Appellate Board								11
3	Copyrights: Nature of Copyright - Subject matter of copyright: original literary, dramatic, musical, artistic works; cinematograph films and sound recordings - Registration Procedure, Term of protection, Ownership of copyright, Assignment and licence of copyright - Infringement, Remedies & Penalties – Related Rights - Distinction between related rights and copyrights								10
4	Concept of Trademarks - Different kinds of marks (brand names, logos, signatures, symbols, well known marks, certification marks and service marks) - Non Registrable Trademarks - Registration of Trademarks - Rights of holder and assignment and licensing of marks - Infringement, Remedies & Penalties - Trademarks registry and appellate board								8
5	Other Forms of IP Design: meaning and concept of novel and original - Procedure for registration, effect of registration and term of protection Geographical indication: meaning, and difference between GI and trademarks – Procedure for registration, effect of registration and term of protection Plant Variety Protection Plant variety protection: meaning and benefit sharing and farmers' rights – Procedure for registration, effect of registration and term of protection								8

	Layout Design protection: meaning – Procedure for registration, effect of registration and term of protection	
6	Current Contour: India`s New National IP Policy, 2016 – Govt. of India step towards promoting IPR – Govt. Schemes in IPR – Career Opportunities in IP - IPR in current scenario with case studies	8
Practical content		
Text Books		
1	Nithyananda, K V. (2019). <i>Intellectual Property Rights: Protection and Management</i> . India, IN: Cengage Learning	
2	India Private Limited. Neeraj, P., & Khusdeep, D. (2014). <i>Intellectual Property Rights</i> . India, IN: PHI learning Private Limited.	
Reference Books		
1	Ahuja, V K. (2017). Law relating to Intellectual Property Rights. India, IN: Lexis Nexis.	
2	Subramanian, N., & Sundararaman, M. (2018). Intellectual Property Rights – An Overview. Retrieved from http://www.bdu.ac.in/cells/ipr/docs/ipr-eng-ebook.pdf	
3	World Intellectual Property Organisation. (2004). WIPO Intellectual property Handbook. Retrieved from https://www.wipo.int/edocs/pubdocs/en/intproperty/489/wipo_pub_489.pdf	
4	Reference Journal: Journal of Intellectual Property Rights (JIPR): NISCAIR	

Note:

Version 1.0.0.0 (First Digit= New syllabus/Revision in Full Syllabus, Second Digit=Revision in Teaching Scheme, Third Digit=Revision in Exam Scheme, Forth Digit= Content Revision) L=Lecture, TU=Tutorial, P= Practical/Lab., TW= Term work, DT= Direct Teaching, Lab.= Laboratory work

CE= Continuous Evaluation, SEE= Semester End Examination

Mapping of CO with PO and PSO:

Semester 4: Course Name: IVA05IPR INTELLECTUAL PROPERTY RIGHTS							
Course Outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7
IVA05IPR.CO1	3	2	1	2	3	3	0
IVA05IPR.CO2	2	1	3	2	3	2	2
IVA05IPR.CO3	2	3	1	3	3	3	2
IVA05IPR.CO4	2	2	1	0	3	2	3

Semester 4: Course Name: IVA05IPR INTELLECTUAL PROPERTY RIGHTS			
Course outcomes	PSO1	PSO2	PSO3
IVA05IPR.CO1	2	1	2
IVA05IPR.CO2	2	2	2
IVA05IPR.CO3	2	3	1
IVA05IPR.CO4	2	2	2