



# GUJARAT TECHNOLOGICAL UNIVERSITY

Syllabus for Integrated Master of Business Administration, 8<sup>th</sup> Semester  
Functional Area Specialization: Entrepreneurship and Family Business

With effective  
from academic  
year 2017-18

Subject Name: Intellectual Property Rights

Subject Code: 2587153

## 1. Learning Outcomes:

| Learning Outcome Component  | Learning Outcome (Student will be able to)  |
|---|---|
| Business Environment and Domain Knowledge (BEDK)                                      | <ul style="list-style-type: none"> <li>• <i>Elaborate</i> on the fundamental legal principles relating to confidential information, copyright, patents, designs, trademarks and unfair competition.</li> <li>• <i>Compare</i> and contrast the different forms of intellectual property protection in terms of their key differences and similarities.</li> </ul> |
| Critical thinking, Business Analysis, Problem Solving and Innovative Solutions (CBPI) | <ul style="list-style-type: none"> <li>• <i>Analyze</i> ownership rights and marketing protection under intellectual property law as applicable to information, ideas, new products and product marketing</li> </ul>  |
| Global Exposure and Cross-Cultural Understanding (GECCU)                              | <ul style="list-style-type: none"> <li>• <i>Deliberate</i> on 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.</li> </ul>                        |
| Social Responsiveness and Ethics (SRE)  | <ul style="list-style-type: none"> <li>• <i>Prioritize</i> and critically analyze ethical issues in implementation of rules regarding disclosure of information to the appropriate authorities.</li> </ul>  |
| Effective Communication (EC)  | <ul style="list-style-type: none"> <li>• <i>Describe</i> and <i>defend</i> best practices in protecting an intellectual property right.</li> </ul>  |
| Leadership and Teamwork (LT)  | <ul style="list-style-type: none"> <li>• <i>Critically analyze</i> practices to Influence teams for effective IPR protection.</li> </ul>  |

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          | <b>Overview of Intellectual Property:</b><br>Introduction to IPR<br>Need for intellectual property right (IPR)<br>WTO provisions under TRIPs<br>World Intellectual Property Organization (WIPO)<br>IPR in India – Genesis and Development of IPR, Regulatory and institutional framework.  | 10              | 17                             |
| II         | <b>Patents:</b><br>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.<br><b>Copyright:</b><br>Overview of Copyright, Importance of Copyrights, Process for copyright, Related rights. | 10              | 18                             |



# GUJARAT TECHNOLOGICAL UNIVERSITY

Syllabus for Integrated Master of Business Administration, 8<sup>th</sup> Semester  
Functional Area Specialization: Entrepreneurship and Family Business

With effective  
from academic  
year 2017-18

Subject Name: Intellectual Property Rights

Subject Code: 2587153

|     |   |     |                   |
|-----|---|-----|-------------------|
|     | <b>Industrial Designs:</b><br>Overview of Industrial Designs, Protection of Industrial Designs  |     |                   |
| III | <b>Trademarks &amp; Trade Secret:</b><br>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.<br><b>Geographical Indications:</b><br>Overview of Geographical Indications, Importance of Geographical Indication Protection. | 10  | 18                |
| IV  | <b>IPR for MSME in India.</b><br><br><b>Enforcement of intellectual property rights:</b><br>Infringement of intellectual property rights<br>Enforcement Measures<br>Intellectual property Audit<br><br><b>Emerging Trends in IPR.</b>   | 10  | 17                |
| V   | <b>Practical:</b><br><ul style="list-style-type: none"> <li>Students should identify Indian case studies and Indian Court cases filed by entrepreneurs in relation to IPRs.</li> </ul>  | --- | (30 marks<br>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:

|   |                                   |  |
|---|-----------------------------------|--|
| A | <b>Internal Evaluation</b>        | <b>(Internal Assessment- 50 Marks)</b> |
|   | • Continuous Evaluation Component | 30 marks                               |
|   | • Class Presence & Participation  | 10 marks                               |
|   | • Quiz                            | 10 marks                               |
| B | <b>Mid-Semester examination</b>   | <b>(Internal Assessment-30 Marks)</b>  |
| C | <b>End –Semester Examination</b>  | <b>(External Assessment-70 Marks)</b>  |

#### 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,<br>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                          |



# GUJARAT TECHNOLOGICAL UNIVERSITY

Syllabus for Integrated Master of Business Administration, 8<sup>th</sup> Semester  
Functional Area Specialization: Entrepreneurship and Family Business  
Subject Name: Intellectual Property Rights  
Subject Code: 2587153

With effective  
from academic  
year 2017-18

|   |   |  |                 |                |
|---|---|--|-----------------|----------------|
| 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](https://www.bits-pilani.ac.in/uploads/Patent_ManualOct_25th_07.pdf)