

# **MAR AUGUSTHINOSE COLLEGE RAMAPURAM**



## **DEPARTMENT OF MANAGEMENT STUDIES**

Scheme and Syllabus of  
Value Added Course  
2020

**MAVAC006 Intellectual Property Rights & Ethics**

## **BOARD OF STUDIES (BoS)**

**Chairman- Mr. Roy George** (Asst. prof. Department of Management Studies)

**Members- Prof. John Zacharias** (Department of Management Studies)

**Ms. Remya K M** (Asst. prof. Department of Management Studies)

**Ms. Tinu Maria Thomas** (Asst. prof. Department of Management Studies)

### **INTRODUCTION**

The Value-Added Courses aims to provide additional learner centric graded skill oriented technical training, with the primary objective of improving the employability skills of students

### **AIM OF THE PROGRAMME**

Understanding various aspects of the subject and acquiring methodological knowledge of them. Application of this knowledge in a suitable manner in required fields.

### **ELIGIBILITY FOR ADMISSIONS**

All UG and PG students from various departments of the college. The number of intakes to the course is limited. The course can be offered only if there are at least 5 students opting for it.

**MEDIUM OF INSTRUCTION:** English.

### **DURATION OF THE COURSE**

The duration of value-added course is 30 hours (including the hours of final examination) of which 15hrs theory and 15hrs for laboratory/demonstration/experimental activities and the course can have a maximum of three hours a day.

The value-added courses will be offered beyond the usual class hours and days of the college. The value-added course will be a blend of theory classes / experimental learning / project-based learning / assignments / activity-based learning.

### **COURSE OBJECTIVES**

- To create awareness about the benefits of IPR among students.
- Explore ethical and professional issues which arise in the intellectual property law context.
- Apply intellectual property law principles (including copyright, patents, designs and trademarks) to real problems and analyse the social impact of intellectual property law and policy.

- The aim is to clarify and simplify the law, business ethics and human values.

### **COURSE OUTCOMES (Cos)**

- To instigate fundamental aspects of Intellectual property Rights to students who are going to play a major role in development and management of innovative projects in industries.
- After the execution of this course students will be capable of understanding patent and copyright for their innovative research works and competitive exams.
- During their research career, information in patent documents provides useful insight on the novelty of their idea. This provides a further way for developing their ideas or innovations.
- Students will be able to relate to real problems and analyse the social impact of intellectual property law and ethics.

### **EVALUATION**

1. The value-added courses shall be evaluated through an examination at the end of the course.
2. The duration of examination is two hours.
3. The total marks of the examination shall be 100

<b>Components of Evaluation</b>	<b>Marks</b>
Attendance	10
Assignment / Seminar	10
Project & Viva	30 (20+10)
External Examination	50
<b>Total</b>	<b>100</b>

### **Pattern of questions Paper**

Sl. No.	Pattern	Marks	Choice of questions	Total marks
1	Short Answer/problem type	<b>2</b>	<b>5/7</b>	<b>10</b>
2	Short essay/problem	<b>5</b>	<b>4/6</b>	<b>20</b>
3	Essay/problem	<b>10</b>	<b>2/4</b>	<b>20</b>
<b>Total</b>				<b>50</b>

4. A committee consisting of the Head of the Department, the course coordinator and a senior faculty member nominated by the Head of the department shall monitor the evaluation process.

5. The list of students along with the marks and the grades earned may be forwarded to the Principal/Chief Superintendent of Examinations.
6. The Dept. course coordinator is responsible for maintaining and processing the record with regard to the course, assessment marks and results.
7. Certificates will be issued to those students with 75% attendance, timely submission of assignment and project and a minimum of 40% marks in the qualifying examination.

### **Grading Pattern**

Grades are given **on a 7-point scale** based on the total percentage of marks, (*ISA+ESA*) as given below: -

<b>Percentage of Marks</b>	<b>Grade</b>
95 and above	<b>S</b> Outstanding
85 to below 95	<b>A<sup>+</sup></b> Excellent
75 to below 85	<b>A</b> Very Good
65 to below 75	<b>B<sup>+</sup></b> Good
55 to below 65	<b>B</b> Above Average
45 to below 55	<b>C</b> Satisfactory
35 to below 45	<b>D</b> Pass
below 35	<b>F</b> Failure
Absent	<b>Ab</b>

## **SYLLABUS**

**Course Code MAVAC006**

**Intellectual Property Rights & Ethics**

**Total hours of instruction: 30 Hours**

**MODULE 1 Hrs: 6**

### **Overview of Intellectual Property Rights**

Historical background on the concept of intellectual property (IPR) – Introduction and need for Intellectual Property Rights – Meaning and Scope of Intellectual Property Rights –World Intellectual Property Organization (WIPO) – Trade Related Aspects of Intellectual Property Rights ( TRIPS)

**MODULE 2 Hrs: 18**

### **Kinds of Intellectual Property Rights IPR in India**

Patent Act 1970 Meaning of patent – Indian patent laws – History of Indian patent Act – objects of patents – Requirements for an invention to be patentable – Registration of patent–rights of patent holder–Infringement of patent–remedies in case of infringement.

Trade Mark Act 1999 – meaning of TM – Features of good TM – Registration of TM- Infringement of TM – refusal of registration - Collective Mark – certification TM- Well Known Trademark.

Copy Right Act 1957 – Geographical Indication Goods Act 1999 – Design Act 2000

### **MODULE 3 Hrs: 06**

#### **Human Values and Ethics**

Ethics – values – Moralities – Business ethics – importance – types of business ethics – General ethics – Professional ethics – Professional ethics and human values – Ethical decision making in business – Corporate social responsibility.