

## COURSE OUTLINE

### (1) GENERAL

<b>SCHOOL</b>	Business		
<b>ACADEMIC UNIT</b>	Management		
<b>LEVEL OF STUDIES</b>	1 <sup>st</sup> Cycle		
<b>COURSE CODE</b>	MIS-455	<b>SEMESTER</b>	Fall, Spring
<b>COURSE TITLE</b>	Intellectual Property Management		
<b>INDEPENDENT TEACHING ACTIVITIES</b> <i>if credits are awarded for separate components of the course, e.g. lectures, laboratory exercises, etc. If the credits are awarded for the whole of the course, give the weekly teaching hours and the total credits</i>		<b>WEEKLY TEACHING HOURS</b>	<b>CREDITS</b>
		2.5	6
<i>Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at (d).</i>			
<b>COURSE TYPE</b> <i>general background, special background, specialised general knowledge, skills development</i>	specialised general knowledge		
<b>PREREQUISITE COURSES:</b>	MGT-372		
<b>LANGUAGE OF INSTRUCTION and EXAMINATIONS:</b>	English		
<b>IS THE COURSE OFFERED TO ERASMUS STUDENTS</b>			
<b>COURSE WEBSITE (URL)</b>			

### (2) LEARNING OUTCOMES

<p><b>Learning outcomes</b></p> <p><i>The course learning outcomes, specific knowledge, skills and competences of an appropriate level, which the students will acquire with the successful completion of the course are described.</i></p> <p><i>Consult Appendix A</i></p> <ul style="list-style-type: none"> <li>• <i>Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area</i></li> <li>• <i>Descriptors for Levels 6, 7 &amp; 8 of the European Qualifications Framework for Lifelong Learning and Appendix B</i></li> <li>• <i>Guidelines for writing Learning Outcomes</i></li> </ul>
<p>After completing the course students should be able to:</p> <ul style="list-style-type: none"> <li>• Appreciate the importance of IP and IP management for a company</li> <li>• Identify IP assets</li> <li>• Understand the Greek, EU and international legal framework of protection for IP</li> <li>• Understand the basic notions and principles underlying IP rights</li> <li>• Understand what is protected and why it is protected by each type of IP</li> <li>• Appreciate what is the best protection possible and why</li> <li>• Identify key issues when developing a website</li> <li>• Appreciate the need for IP management in an online trading environment and understand what the basic issues to be taken into account are</li> </ul>

- Understand the principles of a strategy for the acquisition and maintenance of IP, explain the function and importance of an IP Strategy, identify ways in which internal and external factors impact on an IP Strategy and understand the impact of public policy issues on an IP Strategy
- Draft an IP Audit
- Draft a licensing agreement
- Understand the need for an IP Culture, how you set up one and how you you're your employees aware
- Identify public policy issues that need to be taken into account when setting up an IP Culture

#### **General Competences**

*Taking into consideration the general competences that the degree-holder must acquire (as these appear in the Diploma Supplement and appear below), at which of the following does the course aim?*

*Search for, analysis and synthesis of data and information, with the use of the necessary technology*

*Adapting to new situations*

*Decision-making*

*Working independently*

*Team work*

*Working in an international environment*

*Working in an interdisciplinary environment*

*Production of new research ideas*

*Project planning and management*

*Respect for difference and multiculturalism*

*Respect for the natural environment*

*Showing social, professional and ethical responsibility and sensitivity to gender issues*

*Criticism and self-criticism*

*Production of free, creative and inductive thinking*

*.....*

*Others...*

*.....*

Search for, analysis and synthesis of data and information, with the use of the necessary technology

Adapting to new situations

Decision-making

Working independently

Showing social, professional and ethical responsibility and sensitivity to gender issues

### **(3) SYLLABUS**

#### **Lecture 1: Introduction to IP**

- Notion of IP and distinction between copyright and industrial property
- Justifying reasons for protection – IP as a driver for innovation
- The notion of a legal monopoly
- The three levels of legal protection
- Basic principles and trends

#### **Lecture 2: Copyright and Related Rights**

- Notion of copyright
- Authorship and ownership
- Content of protection
- Sanctions and remedies

#### **Lecture 3: Trademarks**

- Notion of trademarks
- Content of protection
- EU protection
- International protection
- Sanctions and remedies

**Lecture 4: Patents and utility models**

- Subject matter of protection and patentability
- Content of protection
- EU protection
- International protection
- Sanctions and remedies
- Notion of Utility Models – differences with patents

**Lecture 5: Industrial Designs**

- Notion of Industrial Designs
- Content of protection
- Interaction with copyright law
- Sanctions and remedies

**Lecture 6: Applying IP rights to real life situations**

- Combination of different types of protection
- How to choose the most appropriate type of protection
- Case studies

**Lecture 7 / Week 7: Mid-Term Exam****Lecture 8: IP Commercialisation (contract law and transfer of knowledge)**

- Introduction
- Forms of IP Exploitation
- Types of Licenses
- Drafting a Licensing Agreement – Basic Issues to be considered

**Lecture 9: Online IP Management and Open Initiatives**

- Particularities of an on-line environment
- Proactive E-IPM
- Defensive E-IPM
- Open initiatives
- Public Policy considerations

**Lecture 10: IP Strategy**

- What it is all about
- How to design one: special components and considerations
- Case study

**Lecture 11: IP Audit**

- What it is all about
- How to design one: special components and considerations
- Case study

**Lecture 12: IP Culture and public policy issues**

- Explain the major differences in intellectual property across countries
  - Public policy issues and how they should be taken into account
- Awareness

#### (4) TEACHING and LEARNING METHODS - EVALUATION

<b>DELIVERY</b> <i>Face-to-face, Distance learning, etc.</i>	Face-to-face	
<b>USE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY</b> <i>Use of ICT in teaching, laboratory education, communication with students</i>	<i>Use of ICT in teaching / Χρήση ΤΠΕ</i> <i>Communication with students / Επικοινωνία με Φοιτητές</i>	
<b>TEACHING METHODS</b> <i>The manner and methods of teaching are described in detail.</i> <i>Lectures, seminars, laboratory practice, fieldwork, study and analysis of bibliography, tutorials, placements, clinical practice, art workshop, interactive teaching, educational visits, project, essay writing, artistic creativity, etc.</i>  <i>The student's study hours for each learning activity are given as well as the hours of non-directed study according to the principles of the ECTS</i>	<b>Activity</b>	<b>Semester workload</b>
	Lectures including case study analysis and in class exercises	35
	Study and analysis of bibliography	80
	Exam preparation	35
	Course total	<b>150</b>
<b>STUDENT PERFORMANCE EVALUATION</b> <i>Description of the evaluation procedure</i>  <i>Language of evaluation, methods of evaluation, summative or conclusive, multiple choice questionnaires, short-answer questions, open-ended questions, problem solving, written work, essay/report, oral examination, public presentation, laboratory work, clinical examination of patient, art interpretation, other</i>  <i>Specifically-defined evaluation criteria are given, and if and where they are accessible to students.</i>	Participation/Attendance, Mid-term exam, Final Exam	

#### (5) ATTACHED BIBLIOGRAPHY

<b>Recommended Textbooks / Reading</b>	
<b>General</b>	
WIPO Intellectual Property Handbook: Policy, Law and Use <a href="http://www.wipo.int/about-ip/en/iprm/">http://www.wipo.int/about-ip/en/iprm/</a>	

Understanding Copyright and Related Rights, WIPO Publication <  
[http://www.wipo.int/edocs/pubdocs/en/wipo\\_pub\\_909\\_2016.pdf](http://www.wipo.int/edocs/pubdocs/en/wipo_pub_909_2016.pdf)>

## Copyright

I. Stamatoudi and G. Koumantos, Greek Copyright Law. Sakkoulas Publications, Athens - Thessaloniki, 2014

## Industrial Property

Understanding Industrial Property Law, WIPO Publication  
[http://www.wipo.int/edocs/pubdocs/en/wipo\\_pub\\_895\\_2016.pdf](http://www.wipo.int/edocs/pubdocs/en/wipo_pub_895_2016.pdf)

M.-Th. Marinos, Law of Signs, Dikaio & Oikonomia – P.N. Sakkoulas, Athens, 2016 (in Greek)

WIPO IP PANORAMA 10: IP Audit (video) <http://www.wipo.int/sme/en/multimedia/flash/10/>

WIPO "Technological and Legal Developments in Intellectual Property" in Intellectual Property Handbook: Policy, Law & Use (WIPO Publication No. 489 (E)) 2nd ed (2004) Chapter 7 pages 435-457 <http://www.wipo.int/about-ip/en/iprm/>

## IP Management

Ian Cockburn, "IP Audit – A 'How To' Guide" [http://www.wipo.int/sme/en/documents/ip\\_audit.htm](http://www.wipo.int/sme/en/documents/ip_audit.htm)

Anatole Krattiger and Stanley P. Kowalski, Unit 5 IP Policy and Strategy: Context and Implementation  
[http://binas.unido.org/moodle/file.php/1/Library\\_Readings/IP\\_Management/Module\\_8\\_IP\\_Management.pdf](http://binas.unido.org/moodle/file.php/1/Library_Readings/IP_Management/Module_8_IP_Management.pdf)

Anatole Krattiger and Stanley P. Kowalski, Unit 10 Strategic Management of IP Assets: Balancing Options, Maximizing Access [http://binas.unido.org/moodle/file.php/1/Library\\_Readings/IP\\_Management/Module\\_8\\_IP\\_Management.pdf](http://binas.unido.org/moodle/file.php/1/Library_Readings/IP_Management/Module_8_IP_Management.pdf)

Philip Mendes, "IP Due Diligences Readiness"  
[http://www.wipo.int/sme/en/documents/due\\_diligence\\_readiness.html](http://www.wipo.int/sme/en/documents/due_diligence_readiness.html)