



## Subject card

Subject name and code	Intellectual Property Protection, PG_00049884						
Field of study	Management						
Date of commencement of studies	October 2022		Academic year of realisation of subject		2023/2024		
Education level	first-cycle studies		Subject group		Obligatory subject group in the field of study		
Mode of study	Full-time studies		Mode of delivery		at the university		
Year of study	2		Language of instruction		English		
Semester of study	4		ECTS credits		2.0		
Learning profile	general academic profile		Assessment form		exam		
Conducting unit	Department of Entrepreneurship and Business Law -> Faculty of Management and Economics						
Name and surname of lecturer (lecturers)	Subject supervisor		dr inż. Marita McPhillips				
	Teachers		dr inż. Marita McPhillips				
Lesson types and methods of instruction	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	15.0	0.0	0.0	0.0	0.0	15
	E-learning hours included: 0.0						
Learning activity and number of study hours	Learning activity	Participation in didactic classes included in study plan		Participation in consultation hours		Self-study	SUM
	Number of study hours	15		4.0		31.0	50
Subject objectives	Provide students with the knowledge base in the field of the protection of intellectual property rights.						
Learning outcomes	Course outcome		Subject outcome		Method of verification		
	[K6_W09] knows the basic conditions concerning norms and standards covering particular areas of the organization's functioning, taking into account cultural norms		knows the basic conditions regarding norms and standards, including cultural norms in relation to intellectual property rights		[SW1] Assessment of factual knowledge		
	[K6_W12] knows the basic concepts and principles of legal and ethical aspects of management and intellectual property protection		knows the basic concepts and principles of legal and ethical aspects of management and protection of intellectual property		[SW1] Assessment of factual knowledge		
	[K6_U07] observes the principles of business ethics to the managerial activities undertaken, and also uses appropriate regulations and legal rules and normative systems		correctly uses legal norms as well as ethical and cognitive rules in solving specific socio-economic problems.		[SU1] Assessment of task fulfilment		

Subject contents	Introduction to intellectual property protection		
	Protection of technical innovations/use of patents and patent information		
	Copyright protection for creative works		
	Trademarks: Intellectual property protection for your company's reputation		
	Designs: protecting the aesthetic appearance of productsIntellectual		
	Property Issues in the Work Environment: Ownership/Confidentiality		
	Using intellectual property to generate revenue/defend valuable intellectual property assets/manage and commercialize intellectual propertyIP		
	Ethics: Usage/Plagiarism		
Prerequisites and co-requisites			
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	Exercises and activity	80.0%	40.0%
	Exam	60.0%	60.0%
Recommended reading	Basic literature	The Entrepreneur's Intellectual Property & Business Handbook, Jon M. Garon	
	Supplementary literature	Intellectual Property Protection in Poland The General Overview by Salans IP Lawyers	
	eResources addresses	Adresy na platformie eNauczanie: Intellectual Property Protection Summer 22/24 - Moodle ID: 37342 <a href="https://enauczanie.pg.edu.pl/moodle/course/view.php?id=37342">https://enauczanie.pg.edu.pl/moodle/course/view.php?id=37342</a>	
Example issues/ example questions/ tasks being completed	Pros and cons of European patent		
Work placement	Not applicable		