

2.3.2 Basic information of each course/ module ( Provide information where applicable in Table 3)

Table 3: Summary of information on each course/ module

<b>1. Name of Paper</b>	<b>Intellectual Property Management</b>	
<b>2. Code</b>	BBA 2244	
<b>3. Status</b>	Program Elective	
<b>4. Credit Hours</b>	4	
<b>5. Semester and year to be thought</b>	Semester 3 Year 2	
<b>6. Prerequisite (if any)</b>	None	
<b>7. Mode of Delivery</b>	Lectures, Lab Work, Group projects assignments	
<b>8. Assessment and Marking Percentage</b>	1. Class Attendance and Participation 2. Continuous Assessment, Assignments and Tests 3. Case Studies, Seminar, Project Paper and Presentation. 4. Final Exam  <b>Total</b>	10% 20% 30% 40% ----- <b>100%</b>
<b>5. The Teachers</b>	En. Mohd. Fairuz , En. Kamal Abd Razak , MBA	
<b>6. The Objective of the Paper</b>	The objectives of this course are to: <ul style="list-style-type: none"> <li>• Expose and provide the students on the concepts and understanding of Intellectual Property Systems which an important elements in business and market-related intellectual property current trends in spinning the national economy and intellectual based economy..</li> <li>• Expose the students the importance of protecting business assets with Intellectual Property Systems which gives value added to business-market product and services.</li> <li>• Provide students with understanding of registration systems in obtaining patent grant, trade marks, and industrial designs certificate.</li> <li>• Expose to the students the general concepts of rights, protection, exploitation, enforcement and managing intellectual property assets.</li> <li>• Overview the general concepts of importance role of intellectual property from idea and transfer to commercialization.</li> </ul>	
<b>11. The Learning Outcomes of the Paper</b>	After the course the students will be able to: <ul style="list-style-type: none"> <li>• Overview the role and function of intellectual property systems in safeguarding business assets, creativity and innovation in current business trends.</li> <li>• Understand how market-related intellectual property rights gives value added to business products and services considering a number of cases with regard to the use of those intellectual property rights in marketing activities;</li> <li>• Examine and understanding the functions and legal obligation of intellectual property systems in protecting intellectual property asset which it is required to be manage in businesses;</li> <li>• Brief the law, practice and procedure in relations to registration process under the intellectual property systems.</li> <li>• Discuss the process of managing and exploitation such creativity and innovation from idea to commercialization.</li> </ul>	
<b>12. A Synopsis of the Paper</b>		

	<p>Intellectual property is important to current business and market trend. Lack of understanding on the important and how intellectual property systems works will ignore intellectual asset without considering appreciating it as material value. This course will provide the students the importance of intellectual property in spinning the national economy and also enhancing the intellectual capital and creativity. This course will provide understanding of basic concepts of Malaysian intellectual property law and systems. The students will also exploring on how's these intellectual property law and systems use and works in protecting intellectual asset as market-related property which gives value-added to the business products and services. The students also are guided on the basic concept of legal framework regarding to those laws which provides rights, protection, exploitation in business dealings and also enforcement element. This course will guide student in making business decision when involving intellectual property components.</p>							
<b>13. Topic of the Paper and Contact Hours of Guided Learning (face to face) and Non-Guided Learning (including assignment, group discussion, presentation, lecture preparation etc.)</b>	<b>HOURS OF LEARNING TIME</b>							
	<b>LECTURE</b>		<b>TUTORIAL</b>		<b>PRACTICAL/ LAB</b>		<b>STUDENT LEARNING HOUR</b>	<b>Quiz. Exam, Final</b>
	<b>GL</b>	<b>NGL</b>	<b>GL</b>	<b>NGL</b>	<b>GL</b>	<b>NGL</b>		
<b>1. The Role of Intellectual Property and its Relevancy in Current Business Development.</b> <ul style="list-style-type: none"> <li>• intellectual property in business perspectives are main branches of intellectual property.</li> <li>• Malaysian economic trends towards using intellectual capital and intellectual property as an asset in businesses for the past five decades.</li> <li>• relationship between business administration and role of intellectual property in business.</li> <li>• components of intellectual property systems from ideas to market place.</li> <li>• the importance of Intellectual property in business world.</li> </ul>	2	4	2	4	-	-	5	-
<b>2. Copyright and Related Rights.</b> <ul style="list-style-type: none"> <li>• Copyright Protection and rights comprised in Copyright.</li> <li>• limitations and exceptions under Copyright.</li> <li>• dealings and enforcement of rights of Copyright.</li> </ul>	2	4	2	4	-	-		

<ul style="list-style-type: none"> <li>• concept and types of related rights.</li> <li>• ownership of Copyright.</li> </ul>							5	-
<b>3. Patent.</b> <ul style="list-style-type: none"> <li>• role of patent for economic development.</li> <li>• patentable subject matter and exclusions.</li> <li>• patent rights and exceptions and limitations to rights conferred.</li> <li>• the patent practice and procedure in patent application.</li> <li>• enforcement of patent rights.</li> </ul>	2	4	2	4	-	-	5	1
<b>4. Industrial Designs.</b> <ul style="list-style-type: none"> <li>• scope of protection of industrial designs.</li> <li>• rights, exploitation and enforcement of industrial designs.</li> <li>• industrial designs practice and procedure in industrial designs application.</li> <li>• industrial design protection and copyright protection.</li> </ul>	2	4	2	4	-	-	5	-
<b>5. Trade Marks.</b> <ul style="list-style-type: none"> <li>• trade marks is and how important are trademarks to businesses.</li> <li>• protecting trade marks.</li> <li>• registrability of trade mark and non-registrability of trade marks practice and procedure in trade marks application.</li> <li>• basic concepts rights, exploitation and enforcement of trade marks.</li> <li>• concept and rights of unregistered trade marks.</li> </ul>	2	4	2	4	-	-	5	1
<b>6. Confidential Information.</b> <ul style="list-style-type: none"> <li>• concept of confidential information and how it's important and valuable to the business organization.</li> <li>• confidentiality and secrecy in business operation and protecting creativity,</li> </ul>	2	4	2	4	-	-		

invention and business core products.							5	-
<b>7. Intellectual Property Management.</b> <ul style="list-style-type: none"> <li>• basic concept and important of intellectual property management in businesses.</li> <li>• organizational aspects of intellectual property management.</li> <li>• of intellectual property valuation.</li> </ul>	2	4	2	4	-	-	5	1
<b>8. Licensing in Intellectual Property Systems.</b> <ul style="list-style-type: none"> <li>• concepts of licensing.</li> <li>• the Licensing of Intellectual Property and the supply of know how.</li> <li>• negotiation process in preparing licensing agreement.</li> <li>• key elements in licensing agreement.</li> </ul>	2	4	2	4	-	-	5	-
<b>9. Intellectual Property and Small and Medium Enterprises (SMEs).</b> <ul style="list-style-type: none"> <li>• intellectual property relevant to SMEs.</li> <li>• intellectual property can enhance the market value of SMEs.</li> </ul>	2	4	2	4	-	-	6	1
<b>Sub-Total of Learning Hours</b>	18	36	18	36	-	-	46	6
<b>Total of Learning Hours</b>	<b>160</b>							
<b>Total of Credits</b>	<b>4</b>							
<b>14. Main References</b>	<ul style="list-style-type: none"> <li>• Copyright Act 1987 (Act 332)</li> <li>• Industrial Designs Act 1996 (Act 552)</li> <li>• Patent Act 1983 (Act 291)</li> <li>• Trade Marks Act 1997 (175)</li> <li>• Geographical Indications Act 2000 (Act 602)</li> <li>• Khaw Lake Tee, <i>Copyright Law in Malaysia</i>, Lexis Nexis, Third Edition, 2008.</li> <li>• Cristine Fellner, <i>Industrial Design Law</i>, Sweet &amp; Maxwell, 1995.</li> <li>• John Hull, <i>Commercial Secrecy: Law and Practice</i>, Sweet &amp;</li> </ul>							

	<p>Maxwell, 1998.</p> <ul style="list-style-type: none"> <li>• Teo Bong Kwang, <i>Trade Mark Law and Practice in Malaysia</i>, LexisNexis Butterworths, 2006.</li> <li>• Melvin Simensky, Lanning Bryer, Neil J.Wilkof, <i>Intellectual Property in the Global Marketplace Volume I, Electronic Commerce, Valuation and Protection, Second Edition</i>, John Wiley &amp; Sons, 1999.</li> <li>• Melvin Simensky, Lanning Bryer, Neil J.Wilkof, <i>Intellectual Property in the Global Marketplace Volume I, Commercial Exploitation and Country-by-Country Profiles, Second Edition</i>, John Wiley &amp; Sons, 1999.</li> </ul>
<p><b>15.Additional References</b></p>	<ul style="list-style-type: none"> <li>• Marshall A.Leaffer (Editor), <i>International Treaties on Intellectual Property Second Edition</i>, BNA Books, 1997.</li> <li>• J.A.L Sterling, <i>World Copyright Law</i>, Sweet &amp; Maxwell, 1998.</li> <li>• Juriah Abdul Jalil, <i>Industrial Designs Law in Malaysia – Cases and Commentary</i>, Thompson, Sweet &amp; Maxwell, 2004.</li> <li>• Dan Johnston, <i>Design Protection, A Practical Guide to the Law on Plagiarism for Manufactures and Designers, Fourth Edition</i>, Goover Publishing Limited, 1995.</li> <li>• T.A. Blanco White, Robin Jacob, <i>Kerly’s Law of Trade Marks and Trade Names</i>, Sweet &amp; Maxwell, 12 Edition, 1986.</li> <li>• Belinda Issaac, <i>Brand Protection Matters</i>, Sweet &amp; Maxwell, 2000.</li> <li>• David I.Bainbridge, <i>Intellectual Property, Seven Edition</i>, Pearson Longman, 2009.</li> <li>• Jennifer Pierce, Ian Purvis, <i>Working with Technology, Law and Practise</i>, Sweet &amp; Maxwell 2000.</li> <li>• David A.Burge, <i>Patent and Trademark Tactics and Practice</i>, John Wiley and Sons, 1980.</li> <li>• Richard Christou. <i>Drafting Commercial Agreements</i>, Second Edition, Thomson Sweet &amp; Maxwell, 1998.</li> <li>• Russel L. Parr, Patrick H.Sullivan, <i>Technology Licensing, Corporate Strategies for Maximizing Value</i>, John Wiley &amp; Sons Inc. 1994.</li> <li>• David Marchese, <i>Business Licensing Agreements</i>, Longman Group Ltd, 1994.</li> </ul>