



UNIVERSITY OF KERALA

Post Graduate Certificate in Intellectual Property Management (PGCIPM)

Regulations, Scheme and Syllabus

w.e.f. 2015 admissions

Post Graduate Certificate in Intellectual Property Management (PGCIPM)

Regulations, Scheme and Syllabus

1. Introduction

Intellectual Property Rights is a fast growing discipline with its roots in intellectual property laws, creativity management and technology management. Management of inventions and creations and their commercial exploitations is the order of the day in academics, industries, research and commercial world. Thus it has become necessary to introduce the concept of intellectual property management to students, scholars, practitioners, managers and people with creative talents. The legal fraternity also needs education for reorienting themselves as practitioners of intellectual property laws.

The Department of Future Studies, University of Kerala, opens up a preliminary avenue to expose the present and future technology and legal practitioners, creativity managers and other stakeholders to the new area of intellectual property management through a four-month part-time post graduate certificate course in intellectual property management, making provision for extensive as well as intensive instructions.

In the Post Graduate Certificate Course in Intellectual Property Management (PGCIPM), University of Kerala may confer the P.G. Certificate in Intellectual Property Management on such candidates who, being eligible for admission to such course, have received regular instructions in the prescribed courses of study, passed relevant examinations, and have fulfilled such other conditions as may be laid down from time to time.

- 2. Total number of seats** : 20
- 3. Eligibility for admission** : Graduates in Engineering, Medicine, Ayurveda, Homeopathy or Post graduates in any discipline with not less than 55% marks in qualifying examination from University of Kerala or equivalent
- 4. Selection procedure** : Candidates will be ranked based on the marks in the qualifying examination and working experience in govt/quasi govt/ public/private companies more than three years in existence. 90% weightage will be given for qualifying marks and 10% for experience. Two marks will be awarded for each year work experience subject to a maximum of 10 marks. Seats shall be reserved for Scheduled Caste and Scheduled Tribe and OBC candidates as per university rules.
- 5. Scheme of evaluation** : Examination will be conducted at the end of the course, continuous assessment will be for 40 marks (attendance max. 5 marks, 75% and more but less than 80% - 3 marks, 80% and more but less than 90% - 4 marks, 90% and more - 5 marks, 75% attendance is compulsory for appearing for the final examination, up to 25% can be considered by University as per rules for condonation) Assignment - 10 marks, seminar/interactions/tutorials - 10 marks, internal examination - 15 marks) and the final examination will carry 60 marks conducted by the University. A candidate for the P.G. Certificate in Intellectual Property Management shall be required to pass in all the prescribed courses within the span of two years from the academic session of his/her admission. A candidate shall be examined in 4 theory papers each of 60 marks and a project that carries 100 marks (20 marks for internal assessment by the Department, 50 marks for report, (content/methodology and presentation of the report) evaluated by supervising guide and external examiner and 30 marks for viva evaluated by board of examiners with HOD as chairman, external examiner and guide as members.

6. **Classification** : Based on the overall performance in the course at the end of the examination, the results will be classified as follows

Less than 50%	-	Failed
50% and above but less than 60%	-	Second class
60% and above but less than 75%	-	First class
75% and above	-	First class with distinction

7. **Course of Study and Syllabus**: A candidate for the PG Certificate in Intellectual Property Management shall be required to study 4 theory papers in during the course carrying 100 marks for each paper; attend lectures, submit written assignments, project reports which write a Dissertation or take up a Project Work on same topic of practical importance in IPR related areas, which will carry 100 marks. (Total of 500 marks)

8. **Issue of certificates** : The mark lists, provisional certificates and Post graduate certificate of all students will be issued by the University.

9. **Other Rules** : wherever not stated explicitly, the Kerala University rules shall apply

10. **Course Contents**

PGCIP 11 - General Regime of Intellectual Property Rights First month, 40 hours, (5 hours for each topic) (six lessons, one seminar and tutorial)

- i. Introduction to Intellectual Property Rights
- ii. Copyright, Neighboring Rights, Industrial designs and Copyrights as applicable to software industry
- iii. Trademarks and related topics
- iv. Geographical Indications
- v. Industrial design
- vi. Layout designs of Integrated Circuits and Protection of Plant Varieties and Farmers' Rights.
- vii. Seminar: Intellectual property laws and national development
- viii. Tutorial

PGCIP 12 - Legal perspectives of Intellectual property rights Second month, 40 hours, (5 hours for each topic) (lessons, one seminar and tutorial)

- i. Evolution of Intellectual property laws and conventions in the world; Paris conventions, Berne convention, TRIPS, WTO, WIPO, Role of International Institutions
- ii. International agreements, obligations, rights, agreements, Dispute Settlement New Treaties, controversies, national interests, international pressures etc
- iii. Intellectual property laws in India-Origin and Development- An Overview
- iv. International convention on various intellectual property rights
- v. Patent Laws in India and other countries, a deep look into Indian patent system
- vi. Implications of Indian Patent laws, IP laws in cyber world and other IP laws with case studies
- vii. Seminar: Can we do without intellectual property laws
- viii. Tutorial

PGCIP 13 - Innovation/creation and Intellectual Property Protection Third month, 40 hours, (5 hours for each topic) (six lessons, one seminar and tutorial)

- i. Innovation Management, Invention disclosure, Non disclosure agreements, Provisional applications etc

- ii. Prior art search, national and international applications rudimentary of drafting a patent application
- iii. Workshop: drafting and filing patent
- iv. Registration of trademark, geographical indication, copy rights, enforcement of related rights, and copyrights in the digital world
- v. Fair use, exceptions, role of copyright societies and their functions
- vi. Registration for Design, Topography of integrated circuits and trade secrets with its legal implications
- vii. Seminar: IP Registration and enforcing
- viii. Tutorial

PGCIP 14 - Intellectual Property Management Fourth month, 40 hours, (5 hours for each topic) (seven lessons, one seminar)

- i. Intellectual Property Management: Introduction and an Overview
- ii. Economic Perspectives on Intellectual Property Management
- iii. Intellectual Property Valuation and Finance
- iv. Intellectual Property and Commercialization
- v. On line Intellectual Property Management
- vi. Strategy for Intellectual Property Management, policing and legal implications
- vii. Safeguarding against IP litigation, policy management, dispute resolution, technology management, manpower management, R & D management.
- viii. Seminar: Pre project submission - seminar

PGCIP 15 - Project

References

Books

1. Demystifying Intellectual Property Rights, N.R. Subbaram, Lexis Nexis, 2009
2. Intellectual Property Rights : Unleashing the Knowledge Economy, Prabudha Ganguli, Tata Mc Graw Hill, 2001
3. Intellectual Property Rights in India : General Issues and Implications, Prankrishna Pal, Deep & Deep Publications, 2008
4. Law Relating to Intellectual Property Rights, Ahuja V K, Lexis Nexis, 2013
5. Intellectual Property Rights : Law in India, T. Ramappa, Asia Law House, 2010
6. International Intellectual Property Rights : Protecting Your Brands, Marks, Copyrights, Patents, Designs and Related Rights Worldwide, Karla C. Shippey, World Trade Press, 2009
7. Business and Intellectual Property : Protect Your Ideas, Anurag K Agarwal, IIMA Business Books Series, IIM, Ahmedabad, 2010
8. Intellectual Property Management in Techno-Economic Paradigm, Rajesh Asrani, Lambert Academic Publishing, 2011

Internet Resources

9. http://www.wipo.int/academy/en/courses/distance_learning/
10. <http://www.ipindia.nic.in/>
11. <http://copyright.gov.in/>