

**Donetsk State University of Management in Mariupol**  
**Intellectual property**  
**Syllabus**

1.	Subject	Intellectual property management
2.	Hours	54
3.	ECTS	1,5
4.	Lecturers	Vadym Nersesov
5.	Frequency	Summer term 2016
6.	Type of discipline	Compulsory
6.	Target group	Master Students of the Specialty "Management of Foreign Trade Activity"
7.	Course description	The programme aims to promote advanced knowledge and understanding of intellectual property law within international, European and domestic settings; the programme spans comparative study of the laws of patents, copyright, trade marks, designs, database protection, breach of confidence, passing off and related sui generis rights, as well as investigating a range of issues which underpin contemporary intellectual property law.
7.	Learning outcomes	On completion of this course students should gain the following: <ul style="list-style-type: none"> <li>- Patents and Industrial Design;</li> <li>- Media Law and Regulation;</li> <li>- Privacy and Data Protection;</li> <li>- International Patents Practice and Management;</li> <li>- Internet Law I -Substantive Legal Issues;</li> <li>- EU Competition Law;</li> <li>- Ukrainian Copyright and Trade Marks;</li> <li>- EU and International Intellectual Property Law;</li> <li>- Digital Copyright;</li> <li>- International Commercial Litigation;</li> <li>- International Trade Practice and Management.</li> </ul>
8.	Course content	<ol style="list-style-type: none"> <li>1. Patents and Industrial Design;</li> <li>2. Privacy and Data Protection;</li> <li>3. Internet Law;</li> <li>4. EU Competition Law;</li> <li>5. Ukrainian Copyright and Trade Marks;</li> <li>6. Digital Copyright.</li> </ol>
9.	Assessment	60% class work, 40% final test
10.	Methods	Lecturing, Case Studies, Presentations, Teamwork

11.	Primary textbooks	<ol style="list-style-type: none"><li>1. A Brochure on Intellectual Property for Universities and R&amp;D Institutions. WIPO Publications, 2015</li><li>2. Implications of the TRIPS Agreement on treaties administered by WIPO. WIPO Publications, 2012</li><li>3. Kamil Idris. Intellectual Property - A Power Tool for Economic Growth, WIPO Publications.</li><li>4. Intellectual Property on the Internet: A Survey of Issues. WIPO Publications, 2002</li><li>5. Making Intellectual Property Work for Business - A Handbook for Chambers of Commerce and Business Associations Setting Up Intellectual Property Services. WIPO Publications.</li><li>6. Methodology for the Development of National IP Strategies - Toolkit - Tool 1: The Process. WIPO Publications, 2010</li></ol>
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