

Detailed course unit executive plan and programme					
Course unit code	(201079) (BE1502)				
Course unit title	Intellectual Property Law				
GENERAL INFORMATION					
Study programme	Graduate level, Business economics			Year	1.
Director of the course	Lecturer Tea Hasić, PhD				
Course status ¹		Mandatory		Elective	
Credits allocated and type of lectures					
			Winter semester	Summer semester	
ECTS students workload			6		
Number of hours per semester			18		
Course objectives, teaching and learning methods and learning outcomes					
The aim of the course is to provide fundamental information on intellectual property rights (hereinafter: IPRs), such as: copyright and related rights, trademarks, industrial design, geographical indications and patents. The course is focused on IPRs enforcement. It emphasizes the importance of proper utilization of IPRs and the advantages of appropriate intellectual property management. After completion of the course the students will be able: 1. to identify IPRs most commonly used on the market 2. to determine the subject and the scope of copyright and related rights protection 3. to determine the subject and the scope of patent protection 4. to describe mechanism of industrial design protection 5. to explain the importance of trademark management in market competition 6. to interpret the relation amongst geographical indications and famous traditional products					
Requirements, correspondence and correlativity					
No specific requirements.					
Course content (list of topics)					
• Introduction into Intellectual Property Law • An overview of the most important international agreements regulating intellectual property rights (with special focus on TRIPS Agreement) • An overview of IPRs protection in Croatia and the role of Croatian Intellectual Property Office • Copyright – subject, scope, duration of protection; enforcement • Related rights - subject, scope, duration of protection; enforcement • Patent - subject, scope, duration of protection; enforcement • European patent convention (EPC) and the role of the European Patent Office (EPO) • Industrial design - subject, scope, duration of protection; enforcement • Registered and non-registered EU design • Trademarks – subject, scope, duration of protection; enforcement • EUTMs • Agricultural products and GI protection (PDOs & PGIs) • Non-agricultural products and GI protection • Intellectual property management and its importance for SMEs					
Modes of instruction and acquiring knowledge (mark in bold)					
Lectures	Seminars and workshops	Exercises	Individual tasks	Multimedia and internet	
Distance learning	Counseling	Laboratory	Tutorial	Fieldwork	
Student requirements					

¹ Mark with „X“

Assessment and evaluation of students (mark in bold)				
Attendance	Class participation	Seminar paper	Experimental work	
Written exam	Oral exam	Essay	Research	
Project	Continuous assessment	Report	Practical work	
Assessment breakdown within the <i>European credit transfer system</i>				
REQUIREMENTS	HOURS (estimation)	LEARNING OUTCOMES	SHARE IN ECTS	SHARE IN GRADE
Attendance and class participation	45	1-6	1,6	0%
Seminar paper / project	28	1-6	1	15%
Essay	28	1-6	1	15%
Written exam / Continuous assessment	67	1-6	2,4	70%
TOTAL	168	-	6	100%
Bibliography				
Mandatory bibliography				
Croatian Intellectual Property Office (https://www.dziv.hr/en/about-sipo/)				
- About IP: https://www.dziv.hr/en/intellectual-property-protection/about-ip/ - Copyright and related rights: https://www.dziv.hr/en/intellectual-property-protection/copyright/ - Patents and utility models: https://www.dziv.hr/en/intellectual-property-protection/patents/ - Trademarks: https://www.dziv.hr/en/intellectual-property-protection/trademarks/the-registration-process/ - Industrial Designs: https://www.dziv.hr/en/intellectual-property-protection/industrial-designs/the-registration-process0/ - Geographical indications: https://www.dziv.hr/en/intellectual-property-protection/geographical-indications/what-are-geographical/				
Power-point presentations and other materials delivered by the course lecturer				
Additional bibliography				
• Cornish, W., Llewelyn D., Aplin, T. (2013). Intellectual Property: Patents, Copyright, Trade Marks and Allied Rights. Sweet & Maxwell, London, UK • Kur, A., Dreier, T. (2013). European Intellectual Property Law – text, cases and materials. Edward Elgar, Cheltenham , UK and Northampton, Ma, USA • Pila, J., Torremans, P. (2016). European Intellectual Property law. Oxford University Press, Oxford. UK				
Additional information on the course				