



DEPARTMENT OF COMMERCE
MUHAMMED ABDURAHIMAN MEMORIAL
ORPHANAGE (MAMO) COLLEGE

[Govt. Aided First Grade College & Affiliated to University of Calicut.
Re-Accredited by NAAC with A Grade]

CURRICULUM FOR CERTIFICATE COURSE

CERCM006: BASICS OF
INTELLECTUAL PROPERTY RIGHTS

OFFERED DURING THE
ACADEMIC YEAR 2020-21
[APPROVED BY ACADEMIC COMMITTEE, MAMO COLLEGE]



MANASSERY, MUKKAM POST,
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www.mamocollege.org



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INSTITUTIONAL VISION, MISSION & OBJECTIVES 01



VISION

VISION: Build Scientifically Oriented, Intellectually Accomplished, Morally Upright and Socially Committed youth who can play a constructive role in Nation Building.



MISSION

MISSION: Intellectual, social and economic empowerment of the youth in general and women, minorities, orphans and the destitute in particular by providing quality, value-based higher-education.



OBJECTIVES

OBJECTIVES: Pursuit of Excellence, Harnessing technology, Thrust on value-based education, Nurturing Excellence and Moulding the youth for Nation Building



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VISION, MISSION, OBJECTIVES & CORE VALUES OF THE DEPARTMENT 02



VISION

VISION: Envisions providing excellent and valuing based education to the youth with a holistic concern for better life, to the environment, society and the nation in one piece.



MISSION

MISSION: To foster the success of the youth through innovative and learning opportunities resulting in all-round development with ability to excel in changing business world



OBJECTIVES: (a) Create more interest among the students in the commerce subject. (b) Enable every student to cope up with the latest developments in commerce and industry. (c) Create more interest among the students in the commerce subject. (d) Develop a creative and positive attitude to achieve the heights of growth and prosperity through employment and entrepreneurship and (e) Inculcate a sense of civic responsibility, social commitment, and moral accountability among the students through social activities.



VALUES

CORE VALUES: Innovation, initiation, dynamism, professionalism, service motto



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B.Com: PROGRAMME EDUCATIONAL OBJECTIVES (PEOs) 03

After 4 to 5 years of graduation, the career and professional accomplishments attained by the Commerce Graduates would reflect that the programme really prepared the graduates to deal with the real world, where they could apply and use the skills and knowledge they have learned to good use.

Specifically, the graduate would be:



PEO1: Capable of making a positive contribution to the accountancy in public practices, government and industries.



PEO2: Able to pursue research in their chosen field of marketing, finance and HR.



PEO3: Able to demonstrate team spirit, skills and values, continue to learn and adapt to change thought their professional carrier.



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B.Com: PROGRAMME SPECIFIC OUTCOME (PSOs) 04

On successful completion of a Bachelor Degree in Commerce, the graduates would be able to:

-  **PSO1:** Understand the basics of computer application in business
-  **PSO2:** Know basic idea regarding E- commerce, E-Business, Digital marketing, etc.
-  **PSO3:** Acquire skills in office automation tools, computerized Accounting and ERP.
-  **PSO4:** The application of mathematical and statistical tools in commerce, economics and industry.



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B.Com: PROGRAMME OUTCOMES (POs) 05

The students graduating from B.Com Programme should be able to:



PO1: Familiarize basic characteristics of commerce and industry and analyse the operation of different organizations in different dimensions.



PO2: Understand the economy as whole and evaluate the role played by various components like households, markets, financial institutions, companies, government etc.



PO3: Learn the market and its working mechanism and marketing process.



PO4: Demonstrate leadership qualities required to lead the diverse teams and small groups to achieve the common goals of the organization.



PO5: Apply the different tools and techniques for solving the problems in their work environment and field of study.



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PO6: Develop a general idea regarding career opportunities in job market and clear view of demanding skills to be acquired for the respective jobs.



PO7: Pursue higher education in the field of Commerce, Business and Finance with the clear understanding of basic concepts required.



PO8: Prove proficiency to qualify competitive professional examinations at national and international levels.



PO9: Develop business ideas and start ventures through the knowledge imparted during the programme.



PO10: Apply skills in using software like ERP, Accounting Software, Equity Trading Apps, etc.



PO11: Apply ethical principles and commit to professional ethics and responsibilities and norms of the accounting practices.



PO12: Communicate effectively with the accounting professional community and with society at large. Be able to write effective reports documentations.



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CERTIFICATE COURSE

CERCM006: BASICS OF INTELLECTUAL PROPERTY RIGHTS **06**

COURSE CURRICULUM

Course Name	Basics of Intellectual Property Rights
Course Code	CERCM006
Year	2020 - 21
Course Designer	Mr. Riyas K
Course Duration	30 Hrs
Course Schedule	June to September
Maximum Students Intake	60 Students



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1. COURSE LEVEL

Foundational, skill-oriented certificate programme.

2. PREREQUISITE

None.

3. COURSE INTAKE & ADMISSION

Maximum 60 students will be given admission to the course based on First-Come-First-Serve basis. All the students of the MAMO College are eligible for free enrolment for the course. The enrolment notification will be issued for the course well in advance of the commencement of the course.

4. COURSE COORDINATOR

Mr. Riyas K, PG Department of Commerce

5. COURSE PREAMBLE

Property rights provide protections for creations and inventions, to enable creator and inventors to earn recognition and financial benefit from their work.

6. DURATION

Total Duration: 30 Hrs. [Contact Hrs. 8 Hrs. Course Woks: 15 and Assessment Works: 7]

7. CURRICULUM FOCUS

Enhance the employability of the learners through curriculum enrichment for additional skill development.



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8. COURSE OBJECTIVES

Learners are expected to

- Understand the all Intellectual Property Right rules and regulations.
- Enhance the employability of the learners by doing Services under IPR

9. SKILL EXPECTED

On the successful completion of the course, learners will be able to:

- Approach problems form multiple perspectives
- Apply problem solving skills to real-life problems
- Cultivate problem analysing and problem solving skills

10. COURSE OUTCOMES

Upon the successful completion of the course, learners will be able to:

CO No	Course Outcome(CO)	Skill/Knowledge Attainment Level Based on Revised Bloom's Taxonomy
CO1	Apply Intellectual Property Right rules and regulations to real world employability, identify and choose suitable Services from IPR to the works.	Apply
CO2	Dissect the problems to identify the data requirements of the required Services.	Analyze



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CO No	Course Outcome(CO)	Skill/Knowledge Attainment Level Based on Revised Bloom's Taxonomy
CO3	Assess and choose the best data handling strategy that suitable for the Intellectual Property Right services.	Evaluate
CO4	Invent, design and develop new Trademark, Copyright, patent and other related IPR service applications for employability purpose.	Create

11. MAPPING OF COs WITH PSO_s AND PO_s

CO _s	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3	PSO4
CO1	1	1	2	1	1	1	1	1	2	3	2	2	1	2	1	1
CO2	2	2	2	1	1	1	1	1	2	3	1	2	2	1	1	2
CO3	2	2	1	2	2	1	2	2	2	2	1	2	1	1	2	2
CO4	1	1	2	1	1	2	1	1	1	2	1	2	1	1	2	1
AVG	1.5	1.5	1.8	1.3	1.3	1.3	1.3	1.3	1.8	2.5	1.3	2.0	1.3	1.3	1.5	1.5

12. MODULE-WISE COURSE CONTENTS

MODULE 1: INTRODUCTION TO INTELLECTUAL PROPERTY RIGHTS

MODULE DURATION: 30 Hrs. [Contact Hrs. 8 Hrs. Course Woks: 15 and Assessment Works: 7]



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MODULE CONTENT: Concept & Meaning of Intellectual Property, Nature and Characteristics of Intellectual Property, Origin and Development of Intellectual Property, Kinds of Intellectual Property, Justification and Rationale for Protecting Intellectual Property, Balancing the Protection of IPR and Public Policy Objective, Evolution of Patents in India, Use and benefits of Patent, Evolution of Trademark in India, Use and benefits of Trademark, use and benefits of Copyrights,

MODULE OUTCOME: On successful completion of the module, learners can familiarize with the basics of Intellectual Property Rights. On successful completion of the module learners will be understand the basic knowledge about Intellectual Property Rights and its Scope, dissect IPR to choose best strategy and to adapt the relevant service to clients.

REFERENCES:

1. Susan K Sell, *Private Power, Public Law: The Globalization of Intellectual Property Rights*, Cambridge University Press, 2003
2. N.S. Gopalakrishnan & T.G. Ajitha, *Principles of Intellectual Property*, Eastern Book Company, 2nd Edition, 2014
3. Jayashree Watal, *Intellectual Property Rights in the WTO and Developing Countries*, Oxford University Press, 2001

ADDITIONAL REFERENCES & STUDY MATERIALS:

4. Lionel Bently & Brad Sherman, *Intellectual Property Law*, Oxford University.

13. DELIVERY MODE

The course employs multi-mode delivery mechanism including contact lecture, online videos, and Online and offline course works.



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14. DELIVERY SCHEDULE

June to September.

15. DETAILED COURSE DELIVERY PLAN

Hour	Delivery Mode and Activity	Topics to be Covered
1	Contact Hour - 1: Classroom Discussion	Introducing the Course
2	Contact Hour - 2: Classroom Demonstration	Concept & Meaning of Intellectual Property (IP), Nature and Characteristics of IP
3	Contact Hour - 3: Classroom Demonstration	Origin and Development of IP, Kinds of IP
4	Contact Hour - 4: Classroom Demonstration	Justification and Rationale for Protecting Intellectual Property
5	Course Work – 1: Course Assignment	Understanding the areas of IPR
6	Course Work – 2: Course Assignment	Identifying scope of IPR – assignment
7	Course Work – 3: Course Assignment	Understanding nature of IPR – field work
8	Course Work – 4: Course Assignment	Notes preparation- introduction to IPR
9	Course Work – 5: Course Assignment	Developing social relationship and IPR
10	Course Work – 6: Course Assignment	Identifying different types of IPR
11	Course Work – 7: Course Assignment	Protection of IPR- Assignment



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Hour	Delivery Mode and Activity	Topics to be Covered
12	Course Work – 8: Course Assignment	Detailed study of IPR – notes preparation
13	Assessment Hour -1	Quiz assignment
14	Assessment Hour -2	Evaluation of work assignment – introduction to IPR
15	Assessment Hour -3	Online quiz assignment - IPR
16	Contact Hour - 5: Classroom Demonstration	Balancing the Protection of IPR and Public Policy Objective, Evolution of Patents in India
17	Contact Hour - 6: Classroom Demonstration	Use and benefits of Patent
18	Contact Hour - 7: Classroom Demonstration	Evolution of Trademark in India, Use and benefits of Trademark
19	Contact Hour - 8: Classroom Demonstration	Use and benefits of Copyrights
20	Course Work – 9: Course Assignment	Identifying uses of IPR
21	Course Work – 10: Course Assignment	Evaluation of working of IPR
22	Course Work – 11: Course Assignment	Understanding the benefits of IPR
23	Course Work –12: Course Assignment	Evaluation of IPR
24	Course Work – 13: Course Assignment	IPR - India
25	Course Work – 14: Course Assignment	Identifying the uses of patent



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Hour	Delivery Mode and Activity	Topics to be Covered
26	Course Work – 15: Course Assignment	Notes preparation – Trademark and patent
27	Assessment Hour - 4	Quiz assignment
28	Assessment Hour - 5	Online evaluation test 1
29	Assessment Hour - 6	Online evaluation test 2
30	Assessment Hour - 7	Course End Assessment- field study

16. ASSESSMENT COMPONENTS

Total Marks: 100

CLASSROOM AND GROUP PARTICIPATION: 20 Marks. This component aims at testing the course content understanding and the reflection skills and their attainment levels.

COURSE WORK: 30 Marks. This component aims at testing the skill attainment levels of the learners in analysing and implementing the real-world problem.

MID-COURSE ASSIGNMENT: 20 Marks. This component aims at testing the module-wise attainment levels of the course objectives and course outcome and module outcomes.

END-COURSE ASSESSMENT: 30 Marks. This component aims at testing overall attainment levels of the course with respect to course objectives, course outcome and module outcomes.

17. COURSE EVALUATION & GRADING

The course evaluation is done/coordinated entirely by the course coordinator. The following 10-point Indirect Grading System is used for awarding grades to students:



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Percentage of Mark	Letter Grade	Interpretation	Class
95 and above	O	Outstanding	First Class with Distinction
85 to below 95	A+	Excellent	First Class with Distinction
75 to below 85	A	Very good	First Class with Distinction
65 to below 75	B+	Good	First Class
55 to below 65	B	Satisfactory	First Class
45 to below 55	C	Average	Second Class
35 to below 45	P	Pass	Third Class
Below 35	F	Failure	Fail
Incomplete	I	Incomplete	Fail
Absent	Ab	Absent	Fail

The grade is awarded by the course-coordinator by considering the overall performance of the learner in all the assessment component of the course.

18. GRIEVANCE REDRESSAL

The grievances, if any, can be submitted to the Head of the Department for its redressal. Those grievances that cannot be redressed by HoD can be forwarded to Academic Council of the College for final decision on the matter.

19. ISSUANCE OF CERTIFICATES

The Course Completion Certificate will be issued to all the successful candidates showing the Total Marks and Grade Obtained.



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