

IPM563e Intellectual Property (IP) for Technology and Business

Level: 5

Credit Units: 5 Credit Units

Language: ENGLISH

Presentation Pattern: EVERY SEMESTER

E-Learning: FULL - Learning is done ENTIRELY online using interactive study materials in Canvas. Students receive guidance and support from online instructors via discussion forums and emails. There are no face-to-face sessions. If the course has an exam component, this will be administered on-campus.

Synopsis:

IPM563 Intellectual Property (IP) for Technology and Business provides an overview of how Intellectual Property (IP) can help protect the rights of inventors, creators, entrepreneurs and businesses, and assist them to better market their innovations. This course focusses on the types of IP relevant to the technology and innovation communities, namely, patents and registered designs, as well as the business and creative communities, through copyright and trade marks. Students will learn to recognise the different types of IP and outline the registration procedures in Singapore, analyse how these types of IP can be applied to support an organisation's business objectives, and assess the resulting implications to the business success of the organisation.

Topics:

- Introduction to IP Law
- Patent Registration and Protection
- Patents as a Business Asset
- Design Registration and Protection
- Registered Designs as a Business Asset
- Trade Mark Registration and Protection
- Trade Marks as a Business Asset
- Copyright Legislation and Regulations
- Copyright as a Business Asset
- Confidential Information and Trade Secrets
- Evaluation of an Organisation's IP Assets
- Types of Ownership and Scope of Protection

Learning Outcome:

- Examine the types of IP that can be protected in Singapore
- Distinguish between the registration procedures for the various types of IP in Singapore
- Evaluate the business application of the various types of IP in Singapore
- Analyse the various types of IP in accordance with organisational procedures
- Formulate IP-related organisational procedures in collaboration with appropriate IP experts
- Apply IP knowledge to support implementation of IP registration procedures in Singapore

Assessment Strategies (Evening Class):

Components	Description	Weightage Allocation (%)

Overall Continuous Assessment	DISCUSSION BOARD 1	10
	DISCUSSION BOARD 2	10
	DISCUSSION BOARD 3	10
	TUTOR-MARKED ASSIGNMENT 1	30
Overall Examinable Components	ECA	40
Total		100