

FS2003: INTRODUCTION TO INTELLECTUAL PROPERTY

Effective Term

Semester A 2022/23

Part I Course Overview

Course Title

Introduction to Intellectual Property

Subject Code

FS - College of Engineering (FS)

Course Number

2003

Academic Unit

College of Engineering (EG)

College/School

College of Engineering (EG)

Course Duration

One Semester

Credit Units

3

Level

B1, B2, B3, B4 - Bachelor's Degree

Medium of Instruction

English

Medium of Assessment

English

Part II Course Details

Abstract

This course aims to equip students with fundamental knowledge and understanding of intellectual property (IP) in the local and international context. Topics to be covered will include introducing the major types of intellectual property rights (IPRs) and the importance of confidentiality. The course will enable students to develop a rounded understanding of IPRs, their roles in society, and the impacts on the knowledge-based economy via the in-class discussions of real court cases and sharing seminars by entrepreneurs, IP attorneys, and startup founders. The assessment task will be a case study in which students are required to study a theoretical product/service and suggest a proper way to protect IPRs in that product/service in terms of its commercial viability and feasibility.

Course Intended Learning Outcomes (CILOs)

CILOs		Weighting (if DEC-A1 DEC-A2 DEC-A3 app.)			
1	Compare different types of IPRs in terms of scope of protection		x		
2	Evaluate the role and impacts of IPRs on the knowledge-based economy			x	
3	Describe the process of acquiring IP protection			x	
4	Analyze a piece of work and formulate IP protection strategies			x	x

A1: Attitude

Develop an attitude of discovery/innovation/creativity, as demonstrated by students possessing a strong sense of curiosity, asking questions actively, challenging assumptions or engaging in inquiry together with teachers.

A2: Ability

Develop the ability/skill needed to discover/innovate/create, as demonstrated by students possessing critical thinking skills to assess ideas, acquiring research skills, synthesizing knowledge across disciplines or applying academic knowledge to real-life problems.

A3: Accomplishments

Demonstrate accomplishment of discovery/innovation/creativity through producing /constructing creative works/new artefacts, effective solutions to real-life problems or new processes.

Teaching and Learning Activities (TLAs)

TLAs	Brief Description	CILO No.	Hours/week (if applicable)
1	Lecturing	Introducing basic concepts of IPRs, the process of acquiring protection, and IP management in the business world	1, 2, 3 15 hours
2	Guest seminars	Inviting external guests, e.g. entrepreneurs, IP attorneys, and startup founders, to share the application of IPRs in real-world situations	1, 2, 3 15 hours
3	Case studies and presentations	Discussing real court cases, such as SAS Institute v World Programming, Apple v Samsung, Grupo Promer v Pepsoco etc. and analyze the decisions based on the basic concepts of IPRs acquired in the lectures	1, 2, 3, 4 9 hours

Assessment Tasks / Activities (ATs)

	ATs	CILO No.	Weighting (%)	Remarks (e.g. Parameter for GenAI use)
1	Oral presentation	1, 2, 3, 4	40	
2	Final written case report	1, 2, 3, 4	40	
3	Class assignments	1, 2, 3	20	

Continuous Assessment (%)

100

Examination (%)

0

Assessment Rubrics (AR)**Assessment Task**

1. Oral presentation

Criterion

Ability to clearly organize a presentation with cohesive content, to deliver a compelling presentation with confidence using different techniques (posture, gesture, eye contact, and vocal expressiveness), to understand the questions completely, and to answer the questions as precisely as they can be.

Ability to analyse the problem and suggest possible solution in term of commercial viability and feasibility.

Excellent (A+, A, A-)

High

Good (B+, B, B-)

Significant

Fair (C+, C, C-)

Moderate

Marginal (D)

Basic

Failure (F)

Not even reaching marginal levels

Assessment Task

2. Final written case report

Criterion

Ability to demonstrate thorough understanding of the product/service, to present and analyse the problem and possible solution in excellent ways, and to use professional languages that skilfully communicate meaning to readers with clarity and fluency.

Excellent (A+, A, A-)

High

Good (B+, B, B-)

Significant

Fair (C+, C, C-)

Moderate

Marginal (D)

Basic

Failure (F)

Not even reaching marginal levels

Assessment Task

3. Class assignments

Criterion

Ability to demonstrate thorough understanding of the scope of protection of different IPRs and their impacts on business success/failure of real products/services.

Excellent (A+, A, A-)

High

Good (B+, B, B-)

Significant

Fair (C+, C, C-)

Moderate

Marginal (D)

Basic

Failure (F)

Not even reaching marginal levels

Part III Other Information

Keyword Syllabus

Intellectual property; patent; copyright; industrial design; IP management; software patent

Reading List

Compulsory Readings

Title	
1	Nil

Additional Readings

Title	
1	Nil