



# Syllabus

## First Semester Courses in Management Studies 2023-2024

### Contents:

- Syllabus for Skill Enhancement Course (SEC)

### **UCMGS4501SE1: Intellectual Property Rights**

- Evaluation and Assessment guidelines

*(Offered only to the students of BMS in Semester 1, same course is offered in Semester 2 to students of Arts & Science)*

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**Skill Enhancement Course: (Offered only to BMS students)**

**F.Y. BMS**

**Course Code: UCMGS4501SE1**

**Title: Intellectual Property Rights**

**Credits: 2**

**Course Objectives:**

To expose the students to the objects & broad framework of Intellectual Property Rights (IPR) in India and in the global context.

**Course Outcomes (COs):**

1. Learners will be introduced to the history of IPR and will be able to appreciate the relevance of IPR in everyday life and in the development of new business. They will also be made aware of current trends in IPR and the policy of the Government to promote IPR protection
2. The students will understand the concept of a patent and registration of the same in India and overseas.
3. The students will understand and realise the importance of Copyright, registration and protection of copyright and issues related to copyright regulations in India.
4. The students will be exposed to the objectives & broad framework of Trademark legislation and registration in India.
5. The students will be introduced to basic concepts of Design, Geographical Indication, Plant variety, layout design Protection and registration of the same.

**Unit 1**

**(15 lectures)**

**(A) OVERVIEW OF IPR**

Introduction and the need for intellectual property right (IPR) - Kinds of Intellectual Property Rights: Patent, Copyright, Trade Mark, Design, Geographical Indication, Plant Varieties and Layout Design – Genetic Resources and Traditional Knowledge – Trade Secret - IPR in India : Genesis and development – IPR in abroad - Major International Instruments concerning Intellectual Property Rights: Paris Convention, 1883, the Berne Convention, 1886, the Universal Copyright Convention, 1952, the WIPO Convention, 1967, the Patent Co-operation Treaty, 1970, the TRIPS Agreement, 1994

**(B) PATENTS**

Patents - Elements of Patentability: Novelty, Non-Obviousness (Inventive Steps), Industrial Application - Non - Patentable Subject Matter - Registration Procedure, Rights and Duties of Patentee, Assignment and licence, Restoration of lapsed Patents, Surrender and Revocation of Patents, Infringement, Remedies & Penalties - Patent office and Appellate Board

**(C) OTHER FORMS OF IPR**

Design: meaning and concept of novel and original - Procedure for registration, effect of registration and term of protection. Geographical indication: meaning, and difference between GI and trademarks - Procedure for registration, effect of registration and term of protection.

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Plant variety protection: meaning and benefit sharing and farmers' rights – Procedure for registration, effect of registration and term of protection. Layout Design protection: meaning – Procedure for registration, effect of registration and term of protection

#### **(D) IPR POLICY**

India's New National IP Policy, 2016 – Govt. of India step towards promoting IPR – Govt. Schemes in IPR – Career Opportunities in IP - IPR in current scenario with case studies

### **Unit 2**

**(15 lectures)**

#### **(A) TRADEMARKS**

Concept of Trademarks - Different kinds of marks (brand names, logos, signatures, symbols, well known marks, certification marks and service marks) - Non-Registrable Trademarks - Registration of Trademarks - Rights of holder and assignment and licensing of marks - Infringement, Remedies & Penalties

#### **(B) COPYRIGHTS**

Nature of Copyright - Subject matter of copyright: original literary, dramatic, musical, artistic works; cinematograph films and sound recordings - Registration Procedure, Term of protection, Ownership of copyright, Assignment and licence of copyright - Infringement, Remedies & Penalties – Related Rights - Distinction between related rights and copyrights

#### **List of Recommended Reference Books**

1. Nithyananda, K V. (2019). Intellectual Property Rights: Protection and Management. India, IN: Cengage Learning India Private Limited.
2. Ahuja, V K. (2017). Law relating to Intellectual Property Rights. India, IN: Lexis Nexis.
3. Neeraj, P., & Khusdeep, D. (2014). Intellectual Property Rights. India, IN: PHI learning Private Limited.

#### **E-resources:**

1. Subramanian, N., & Sundararaman, M. (2018). Intellectual Property Rights – An Overview. Retrieved from <http://www.bdu.ac.in/cells/ipr/docs/ipr-eng-ebook.pdf>
2. World Intellectual Property Organisation. (2004). WIPO Intellectual property Handbook. Retrieved from [https://www.wipo.int/edocs/pubdocs/en/intproperty/489/wipo\\_pub\\_489.pdf](https://www.wipo.int/edocs/pubdocs/en/intproperty/489/wipo_pub_489.pdf)

#### **Useful Websites:**

1. Cell for IPR Promotion and Management (<http://cipam.gov.in/>)
2. World Intellectual Property Organisation (<https://www.wipo.int/about-ip/en/>)
3. Office of the Controller General of Patents, Designs & Trademarks (<http://www.ipindia.nic.in/>)



**Evaluation (Theory): Total marks per course - 50**

Formative Assessment 'for' Learning (continuous internal assessment - CIA to improve learning).

**CIA: Assignment/ Written test -20 marks**

Summative Assessment 'of' Learning

**End Semester Examination – 30 marks**

One question from each unit for 15 marks, with internal choice.

**Template for the Skill Enhancement Course:**

**Intellectual Property Rights: End Semester Examination in Semester 1**

UNITS	KNOWLEDGE	UNDERSTANDING	APPLICATION and ANALYSES	TOTAL MARKS- Per unit
1	4	5	6	15
2	4	5	6	15
-TOTAL - Per objective	8	10	12	30
% WEIGHTAGE	26.66%	33.33%	40%	100%

**Grid template for Evaluation of course GROUP ORAL PRESENTATION Type 2 for CIA 2**

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**APPROVED SYLLABUS**



# Syllabus

## Second Semester Courses in Management Studies 2023-2024

### Contents:

- Syllabus for Skill Enhancement Course/s (SEC)
  - 1. UCMGS4502SE1: Negotiation and Conflict Management**  
*(Offered only to the students of BMS)*
  - 2. UCMGS4501SE1: Intellectual Property Rights**  
*(Offered to the students of Arts & Science)*
- Evaluation and Assessment guidelines

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**Skill Enhancement Course: (Offered only to BMS students)**

**F.Y. BMS**

**Course Code: UCMGS4502SE1**

**Title: NEGOTIATION & CONFLICT MANAGEMENT**

**Credits: 2**

**Course Objectives:**

1. To understand nature, roots and causes of conflicts.
2. To study different types of conflicts and the methods of resolving them
3. To gain insight into role of negotiation as a tool for resolving conflicts and peace building
4. To learn the fundamental techniques (substantive and procedural) of negotiation and mediation.

**Course Outcomes (COs):** This course will skill the participants

1. To analyze disputes between parties
2. To create value by engaging in negotiating stable and lasting solutions based on the Harvard Method and its related tools.
3. To manage conflicts in daily lives—at home with friends and family, at work/industry with colleagues and supervisors, and in the marketplace with partners and competitors.
4. To apply the techniques of mediation as a third party in resolving disputes

**Unit 1**

**(15 lectures)**

Identifying and analyzing a Conflict including intrapersonal, interpersonal, inter religious, inter community, workplace, industrial and international conflicts in different social, economic, political and cultural environments

Conflict mapping and identifying the actors in a conflict. Appreciating the NEEDS, POSITIONS, INTERESTS and OPTIONS of the parties in the conflict.

Role of Identity, Power, Stereotype and prejudice in Conflict transformation, Conflict escalation and Conflict Resolution.

Ethical considerations in Conflict management

**Unit 2**

**(15 lectures)**

Concepts of Integrative and Distributive bargaining in negotiation. Concepts of Interest based bargaining (IBB).

Communication skills and appreciation of cultural nuances in negotiation of bipolar and multipolar conflicts.

Role of third party in negotiation of a dispute: Inquiry, Mediation, Conciliation and Arbitration.

Practicing the five negotiating styles (Competing, Collaborating, Compromising, Accommodating and Avoiding) and assessing which style is best suited for one's personality.





**List of Recommended Reference Books**

1. Malhotra D. (2016) Negotiating the Impossible: How to Break Deadlocks and Resolve Ugly Conflicts (without Money or Muscle), McGraw-Hill Education.
2. Mitchell B and Gamlem C.(2015). The Essential Workplace Conflict Handbook: A quick handy resource for any manage, HR professional or anyone who wants to resolve disputes and increase productivity, Career Press, Wayne, New Jersey.
3. Fisher, R., Kopelman E. , Schneider A.K. (1996), Beyond Machiavelly. Tools for coping with conflict. Penguin Group (USA) Inc. New York.
4. Fisher R. and Brown S. (1989), Getting Together. Building Relationships As We Negotiate, Penguin Group (USA) Inc. New York.
5. Fisher, R., and Ury W. (1981) Getting to Yes. Negotiating Agreement Without Giving In, Penguin Group (USA) Inc. New York.

**Evaluation (Theory): Total marks per course - 50**

Formative Assessment ‘for’ Learning (continuous internal assessment - CIA to improve learning).

**CIA: Assignment/ Written test -20 marks**

Summative Assessment ‘of’ Learning

**End Semester Examination – 30 marks**

One question from each unit for 15 marks, with internal choice.

**Template for the Skill Enhancement Course:**

**Negotiation and Conflict Management: End Semester Examination in Semester 2**

UNITS	KNOWLEDGE	UNDERSTANDING	APPLICATION and ANALYSES	TOTAL MARKS- Per unit
1	4	5	6	15
2	4	5	6	15
-TOTAL - Per objective	8	10	12	30
% WEIGHTAGE	26.66%	33.33%	40%	100%

**Grid template for Evaluation of course GROUP ORAL PRESENTATION Type 2 for CIA 2**

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**Skill Enhancement Course: (Offered to students of Arts & Science in Semester 2)**

**F.Y. BMS**

**Course Code: UCMGS4501SE1**

**Title: Intellectual Property Rights**

**Credits: 2**

**Course Objectives:**

To expose the students to the objects & broad framework of Intellectual Property Rights (IPR) in India and in the global context.

**Course Outcomes (COs):**

1. Learners will be introduced to the history of IPR and will be able to appreciate the relevance of IPR in everyday life and in the development of new business. They will also be made aware of current trends in IPR and the policy of the Government to promote IPR protection
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**Unit 1**

**(15 lectures)**

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### **Unit 2**

**(15 lectures)**

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