

Valid for 2023.FS

<b>Module Name: Intellectual Property Law</b>	
Module Code	w.BA.XX.3ImGR-BL.XX
Module Description	Students enter the world of intellectual property and unfair competition law. They learn about the various intellectual property rights and recognize their significance for business practice. In addition, they learn about the legal framework for companies competing with others.
Program and Specialization	Business Law
Legal Framework	Academic Regulations BSc dated 29.01.2009, for the degree programs in Business Administration, International Management, Business Information Technology, Business Law, Business Law and Applied Law, first adopted on 12.05.2009
Module Category	<b>Module Type:</b> Compulsory
	<b>Program Phase:</b> Main Study Period
ECTS	3
Organizational Unit	W Abteilung Business Law
Module Coordinator	Marc Schwenninger (sema)
Deputy Module Coordinator	-
Prerequisite Knowledge	The following modules: 'Anspruchsgrundlagen im Privatrecht', 'Rechtsgeschäfte im Privatrecht', and 'Prozessrecht'.
Contribution to Program Learning Goals (Affected by Module)	§ Professional Competence § Methodological Competence § Social Competence § Self-Competence
Contribution to Program Learning Objectives	Professional Competence § Knowing and Understanding Content of Theoretical and Practical Relevance § Apply, Analyze, and Synthesize Content of Theoretical and Practical Relevance § Evaluate Content of Theoretical and Practical Relevance Methodological Competence § Problem-Solving & Critical Thinking § Scientific Methodology § Work Methods, Techniques, and Procedures § Information Literacy § Creativity & Innovation Social Competence § Written Communication § Oral Communication § Teamwork & Conflict Management § Intercultural Insight & Ability to Change Perspective Self-Competence § Self-Management & Self-Reflection § Ethical & Social Responsibility § Learning & Change
Module Learning Objectives	Students... § are able to list sources of intellectual property law in Switzerland. § are able to explain the complex interaction of these sources of law. § are able to describe the prerequisites and effects of intellectual property rights and apply them to corporate situations. § are able to assess specific cases by writing brief expert opinions. § are able to apply the framework of unfair competition law to situations where companies compete with others. § recognize the added value and the risks of intellectual property rights for companies competing with others.
Module Content	§ Overview of intellectual property rights § Definition of brand, brand protection, and scope of protection § Definition of patent, patent protection, and scope of protection § Definition of design, design protection, and scope of protection § Definition of copyright, copyright protection, and scope of protection § Organization, areas of application, and individual cases of unfair competition law § The Swiss Commission for Fairness as an alternative legal remedy
Links to other modules	-

Methods of Instruction	§ Lecture § Interactive Instruction § Application Tasks § Exercises § Problem-Oriented Teaching	<b>Social Settings Used:</b> Individual Work		
Digital Resources	Reader			
Type of Instruction	<b>Classroom Instruction</b>	<b>Guided Self-Study</b>	<b>Autonomous Self-Study</b>	
Large Class	-	-		
Small Class	28 h	20 h		
Group Instruction	-	-		
Practical Work	-	-		
Seminar	-	-		
<b>Total</b>	<b>28 h</b>	<b>20 h</b>	<b>42 h</b>	
Performance Assessment				
<b>End-of-module exam</b>	<b>Form</b>	<b>Length (min.)</b>	<b>Weighting</b>	
Written exam	Open book	60	100,00 %	
<b>Permitted Resources</b>	Free choice of calculator	With dictionary		
<b>Others</b>	<b>Assessment</b>	<b>Length (min.)</b>	<b>Weighting</b>	
-	-	-	-	
Classroom Attendance Requirement	Mandatory Attendance: None			
Language of Instruction/Examination	German			
Compulsory Reading	Münch/Schweizer/Schwenninger/Sieber, Immaterialgüterrecht in kommentierten Leitentscheiden, Zurich, 2nd edition, Schulthess Verlag, ISBN 978-3-7255-8298-3			
Recommended Reading	-			
Comments	-			