WSB University				
Field of study: Management				
Course: Protection of Industrial Property and Copyright				
Educational profile: general				
Education level: II -cycle studies				
Number of hours per semester	1		2	
	I	II	III	IV
Full-time studies (L/C/lab/pr/e)		12		
Part-time studies (L/C/lab/pr/e)				
CLASS LANGUAGE	English			
LECTURER	Radoslaw Potok, PhD			
FORM	Lecture			
COURSE OBJECTIVES	This course equips students with basic knowledge of industrial property law, copyright, how copyright protects the author and what protection measures the author is entitled to in the event of violation of his rights. It shows the impact of new technologies, in particular artificial intelligence on copyright. Upon the completion of this course students know how to protect their invention, obtain a patent, or protect a trademark, and what are the latest trends in court decisions regarding intellectual property law.			
Reference to learning outcomes – Field-related learning outcome EFMD	**Description of learning outcomes**			
	Description of learning outcomes	**Teaching and learning methods**		**Verification of learning outcomes**
Knowledge				
Responsible Leadership and Decision- Making LO11	Student demonstrates ethical leadership and decision-making by ensuring that their actions align with legal standards and moral principles. They understand the importance of protecting intellectual	Teaching methods: 1. Interactive lecture 2. Socratic method		**Final essays**

	property rights and actively promote compliance with these laws in academic and professional contexts. To avoid the serious consequences of violating industrial property rights, such as legal penalties, financial losses, and reputational damage, the student ensures that all materials and resources used or created are properly licensed and cited. Furthermore, they encourage others to recognize the value of innovation and creativity by advocating for ethical practices in the use and protection of intellectual and industrial property. By adopting this approach, the student contributes to a culture of integrity and responsibility that supports sustainable success for individuals and organizations alike.	Learning methods: 1. Flipped classroom - Individual analysis of the scientific text	
Ethics and sustainability **LO19** **LO20**	A responsible student demonstrates an understanding of ethical principles and sustainability by ensuring that their decisions and actions align with moral, social, and environmental standards. They recognize the significance of integrating ethics into business practices to promote fairness, accountability, and respect for all stakeholders. Furthermore, the student understands the importance of adopting sustainable approaches that balance economic growth with environmental protection and social responsibility. To achieve this, they critically evaluate the long-term impacts of organizational activities on people and the planet and actively promote practices that support sustainable development goals. By adopting an ethical and sustainability-focused mindset, the student contributes to building organizations that are resilient, socially responsible, and environmentally conscious, ensuring value creation for both present and future generations.	Teaching methods: 1. Interactive lecture 2. Socratic method Learning methods: 1. Answering students' questions written in the chat by teacher and other students 2. Written assignment 3. Flipped classroom – Individual and group reflection on sustainability reports 4. Problem-based learning – Solving ethical dilemmas in business contexts	Final Essays
	Skills & Attitudes		

Business Analysis and Research Methods including Digital Skills LO4	Student provides the analyses, opinions and proposals concerning copyright and industrial property rights, the student is able to critically analyze issues related to the protection of copyright	Teaching methods: 1. Interactive lecture 2. Socratic method 3. Case study analysis 4. One Minute Essay 5. Answering the questions written by students in the chat Learning methods: 1. Case study analysis	passing the exam in the form of a written assignment answering an open question

Full- time Participation in lectures = 12 Participation in classes = Preparation to classes = Preparation to lectures = Preparation to an examination = 8 Project tasks = e-learning = Credit/examination = 1 others (indicate which) = 4 **TOTAL: 25** **ECTS points: 1** **Including practical classes:**	**Part-time** Participation in lectures = Participation in classes = Preparation to classes = Preparation to lectures = Preparation to an examination = Project tasks = e-learning = Credit/examination = others (indicate which) = **TOTAL:** **ECTS points:** **Including practical classes:**

PREREQUISITES	Students are expected to have a basic understanding of legal concepts and framework. In addition, students are expected to possess general knowledge of new technologies and their applications, such as digital platforms, software, and artificial intelligence systems. This foundational knowledge will enable them to effectively engage with intellectual property law concepts, including copyrights, patents, trademarks, and the legal challenges arising in the context of technological innovation.
COURSE CONTENT (Division into contact hours and e-learning)	**Contact hours:** **Part 1: Copyright Law (Hours 1–4)** Hour 1: Introduction to Copyright Law ● Overview of copyright law and its importance in protecting creative works. ● Key question: What is copyright? ● Discussion of what types of works are protected under copyright. Hour 2: Moral and Economic Rights ● Explanation of moral rights (e.g., right to be identified as the author, integrity of the work). ● Explanation of economic rights (e.g., reproduction, distribution, licensing). ● Real-life examples of moral and economic rights in practice. Hour 3: Copyright Infringement and Remedies ● Common forms of copyright infringement (e.g., plagiarism, unauthorized use). ● Discussion of possible legal remedies and demands in court proceedings. ● Short case study on a copyright infringement case. Hour 4: Summary and Reflection ● Recap of copyright law concepts. ● Interactive quiz or group discussion: Why is copyright important for innovation and creativity? **Part 2: Industrial Property Rights + AI in IP Law (Hours 5–8)** Hour 5: Industrial Property Rights Overview ● Introduction to industrial property law. ● Focus on patents: definition, purpose, and criteria for patentability. ● Discussion on the role of patents in protecting innovation.

	Hour 6: Industrial Designs and Trademarks ● Explanation of industrial designs and how they protect the aesthetic aspects of products. ● Introduction to trademarks and their importance for branding and consumer trust. ● Practical examples of trademarks in everyday life. Hour 7: Geographical Indications ● What are geographical indications (GIs) and how do they work? ● Examples of protected GIs (e.g., Champagne, Parma Ham, Darjeeling Tea). ● Case study on GIs in the EU and internationally. Hour 8: Artificial Intelligence in the Context of IP Law ● Challenges of protecting AI-generated works under current IP laws. ● Discussion: Who owns AI-generated content? ● Ethical and legal considerations in applying IP law to AI technologies. ● Final group discussion or debate: Should AI systems be given authorship rights?
LITERATURE (compulsory reading)	- Presentation - Radosław Potok "Intellectual Property Law" (available to students) - lecturer's own work - The Benefits and Challenges of ChatGPT: An Overview- Frontiers in Computing and Intelligent Systems ISSN: 2832-6024 | Vol. 2, No. 2, 2022 - ChatGPT and Copyright Infringement: An Exploratory Study- Robert W. McGee Fayetteville State University WORKING PAPER September 20, 2023
OPTIONAL LITERATURE	1. WIPO Intellectual Property Handbook: Policy, Law and Use • World Intellectual Property Organization (WIPO), latest edition. • A comprehensive introduction to global IP systems, including patents, trademarks, designs, and copyright. (Free PDF on WIPO's website) 2. Intellectual Property Law (8th Edition) • Lionel Bently & Brad Sherman. • A detailed and widely respected textbook covering international and European IP frameworks. 3. International Intellectual Property in an Integrated World Economy (4th Edition) • Frederick M. Abbott et al. • Covers global treaties and how IP law operates across jurisdictions. **Copyright & Digital Technologies** 4. Copyright Law in the Digital World: Challenges and Opportunities • Tanya Aplin. • Explores how copyright law responds to technological changes such as AI and streaming platforms. 5. Copyright and the Challenge of the Digital Age • Jessica Litman. • A critical take on how copyright law adapts (or fails to adapt) in the context of digital innovation.

	AI and Intellectual Property 6. Artificial Intelligence and Intellectual Property • Reto Hilty, Jyh-An Lee & Kung-Chung Liu (Eds.). • Discusses the impact of AI on patents, copyrights, and ownership debates. 7. The Cambridge Handbook of Artificial Intelligence: Global Perspectives on Law and Ethics • Edited by Larry A. DiMatteo & Cristina Coteanu. • Covers broader legal and ethical issues of AI, including IP rights.
SCHOLARLY PUBLICATIONS BY PERSONS WHO CONDUCT CLASSES, WHICH ARE RELATED TO THE MODULE SUBJECT	Not applicable
TEACHING AIDS	PC, MsTeams, Microsoft 365, source texts and other stuff like videos, pictures, charts, animations etc. multimedia presentation (ppt)
PROJECT (if implemented in the framework of a classes module)	Not applicable
FORM AND CONDITIONS OF ASSESSMENT CRITERIA FOR ASSESSING ACHIEVED LEARNING OUTCOMES.	The module assessment consists of two written essays designed to evaluate the student's ability to apply intellectual property law principles in diverse contexts. Students are required to submit essays addressing legal, ethical, and technological issues related to the protection of intellectual property rights, including contemporary challenges posed by artificial intelligence. Essays are submitted electronically via the learning management system by the deadlines communicated at the beginning of the course. Each essay must be between 1,500 and 2,000 words and include proper academic referencing in accordance with institutional guidelines. Late submissions will be considered only in justified cases and may result in a grade reduction. **Criteria for Assessing Achieved Learning Outcomes** ● **Knowledge and Understanding**: Demonstrates mastery of intellectual property law frameworks and concepts, with the ability to contextualize them in real-world and technological environments. ● **Critical Analysis and Problem-Solving**: Evaluates complex legal and ethical challenges, offering well-reasoned arguments and potential solutions. ● **Structure and Coherence:** Presents information logically, with clear organization and consistent argumentation. ● **Research and Referencing:** Incorporates appropriate academic sources, correctly referenced according to established standards.

	● **Originality and Reflection:** Shows evidence of independent thinking and reflective engagement with intellectual property issues in modern innovation contexts. **Grading Scale (2–5)** ● **Grade 5 (Excellent):** The student demonstrates an exceptional understanding of intellectual property law and applies it effectively to analyze complex legal and ethical issues. Essays are well-structured, highly coherent, and supported by extensive research with correct referencing. Arguments are original, critical, and reflect a deep level of insight into contemporary challenges, including the role of artificial intelligence in intellectual property. ● **Grade 4 (Good):** The student shows a solid understanding of intellectual property law and can apply concepts to relevant scenarios. The essay is well-organized and supported by appropriate research. Critical analysis and original thought are present but may lack the depth and sophistication required for the highest grade. Minor issues in referencing or structure may be observed. ● **Grade 3 (Satisfactory):** The student demonstrates a basic understanding of intellectual property law with some ability to apply it to practical and ethical issues. The essay addresses the topic but lacks depth in critical analysis or originality. Organization and coherence are adequate, though some errors or omissions in referencing and argumentation are present. ● **Grade 2 (Unsatisfactory):** The student shows limited understanding of intellectual property law and struggles to apply it appropriately. The essay is poorly structured, lacks critical analysis, and demonstrates minimal engagement with the topic. Significant errors in referencing and insufficient use of academic sources are evident.

** L-lecture, C- classes lab- laboratory, pro- project, e- e-learning*