

Course Outline

Business law and IP Management

(National and International Perspectives)

Course code MGT554C

I. Course Objectives

The module on international business is offered as part of the general course on International Business and Law, and provides an introduction to the central issues in managing global business organizations. A major objective of the course is to provide an understanding of the major factors influencing the globalization of business transactions, including the organization of cross-border international business transactions, and the strategies of multinational corporations. The Course will have International Business & Law component of the module focuses on three major areas of cross-border legal regimes:

- A. International Law relating to goods & Services-Role of WTO and National Governments ; International Competition Law, Internet Governance
- B. International Transfers of Technology; the protection of Intellectual Property: copyright/Trademark/Trade Secrets & related IP Issues
- C. Technology issues in IP relating to software, Internet and databases; methods of dispute resolution

The course module will include lectures and various background materials, but will also feature case laws to be analyzed in class discussion.

II. Text and Course Materials

A. Legal Aspects of Business

Author : Ravinder Kumar

Publisher: Cengage Learning India -
ISBN : 978-81-315-1405-4 & 81-315-1405-6

III. Course Requirements and Evaluation –Each component of A, B and C

1. IPR Spot Assessment test – Individual -20 pts.
2. Class Participation- Group Exercise in Class -20 pts.
3. Snap Test – Individual -30 pts.-
4. Individual Assignment -20 pts.
5. Interaction and Attendance -10 pts

IPR Spot Assessment : Based on the classroom discussion a spot assessment will be held on 28th October 2017 Post lunch

Class Participation- Group exercise on Business & Law interface to be held in the classroom on 4th November 2017 post lunch session

Snap Test: to be held on 5th November 2017 post lunch on the sessions to be taken on in the first round and second round

Individual Assignment: This should be an 5-6pages double spaced page . This assignment should address the key issues in the case *and provide a comprehensive set of recommendations on those issues; to be submitted in 10 days of receiving the assignment to the Amrita coordinator. This will be given on 5th November at the end of the sessions.*

V. Reading Assignments

– Relevant Chapters of the book based on sessions. Relevant reading materials /PPTs will be supplied

VI. Academic Standards

All students in the course are expected to submit Assignments on time according to the course teaching Plan. Written assignments should be solely the individual Work of each student, although study group discussion of reading assignments is encouraged.