

STUDY MODULE DESCRIPTION FORM		
Name of the module/subject Intellectual property and customer protection		Code 1010612221010616536
Field of study Mechanika i budowa maszyn	Profile of study (general academic, practical) (brak)	Year /Semester 1 / 2
Elective path/specialty Product engineering (Inżynieria produktu)	Subject offered in: English	Course (compulsory, elective) obligatory
Cycle of study: Second-cycle studies	Form of study (full-time, part-time) full-time	
No. of hours Lecture: 1 Classes: - Laboratory: - Project/seminars: -		No. of credits 1
Status of the course in the study program (Basic, major, other) (brak)		(university-wide, from another field) (brak)
Education areas and fields of science and art technical sciences Technical sciences		ECTS distribution (number and %) 1 100% 1 100%
Responsible for subject / lecturer: dr inż. Jarosław Selech email: jaroslaw.selech@put.poznan.pl tel. 61 665 2227 Machines and Transport Piotrowo 3, 60-965 Poznań		
Prerequisites in terms of knowledge, skills and social competencies:		
1	Knowledge	Elementary knowledge of economics, business in industrial companies, the banking system, commercial law and accounting.
2	Skills	Ability to obtain information from the literature, internet, databases and other sources. Ability of perceiving and associating phenomena occurring in management of market organizations and is able to interpret them, to draw conclusions and to formulate opinions.
3	Social competencies	Awareness and understanding the importance and impact of non-technical aspects of engineering activities. Ability to think and act in an entrepreneurial manner. Awareness and understanding the effects of taking of market oriented activities.
Assumptions and objectives of the course: Outlook on background, objectives and different international regulations for protecting exclusive rights to intellectual property and protecting customers from the infringements in areas of economical and health safety.		
Study outcomes and reference to the educational results for a field of study		
Knowledge:		
1. In-depth knowledge of basic legal regulations in the areas of intellectual property and customer protection. - [K2A_W09]		
2. In-depth knowledge of basic legal regulations in the areas of intellectual property and customer protection. - [K2A_W14]		
Skills:		
1. Ability to prepare a scientific paper in a foreign language on intellectual property and customer protection based on literature and other sources of information. - [K2A_U02]		
Social competencies:		
1. Awareness of social role of mechanical engineer, understanding the need for delivering opinions and knowledge in the field of machine design, particularly through the media. - [K2A_K06]		
Assessment methods of study outcomes		
Lecture: written examination.		
Course description		

<p>Rudiments of intellectual property protection. History of intellectual property regulations. Types of contemporary intellectual property rights. Objectives of intellectual property regulations. Infringement, misappropriation, and enforcement of intellectual property laws. Need for customer protection. Customer protection regulations in the European Union law and other standards.</p>		
<p>Basic bibliography:</p> <p>1. Lecture presentations materials.</p> <p>2. Greenhalgh, C. & Rogers M., (2010). Innovation, Intellectual Property, and Economic Growth. New Jersey: Princeton University Press.</p>		
<p>Additional bibliography:</p> <p>1. http://www.consumersinternational.org/</p> <p>2. International Consumer Protection and Enforcement Network (ICPEN) http://icpen.org</p>		
<p>Result of average student's workload</p>		
<p>Activity</p>	<p>Time (working hours)</p>	
<p>1. Uczestnictwo w wykładzie</p> <p>2. Konsolidacja treści wykładu</p> <p>3. Konsultacje</p> <p>4. Przygotowanie do zaliczenia</p> <p>5. Udział w zaliczeniu</p>	<p>15</p> <p>2</p> <p>1</p> <p>6</p> <p>1</p>	
<p>Student's workload</p>		
<p>Source of workload</p>	<p>hours</p>	<p>ECTS</p>
Total workload	25	1
Contact hours	19	1
Practical activities	0	0