



## COURSE DESCRIPTION CARD - SYLLABUS

Course name

Intellectual property and customer protection [S2MiBP1E-PE>WliOK]

### Course

Field of study

Mechanical and Automotive Engineering

Year/Semester

1/2

Area of study (specialization)

Product Engineering

Profile of study

general academic

Level of study

second-cycle

Course offered in

English

Form of study

full-time

Requirements

compulsory

### Number of hours

Lecture

15

Laboratory classes

0

Other (e.g. online)

0

Tutorials

0

Projects/seminars

0

### Number of credit points

1,00

### Coordinators

dr hab. inż. Jarosław Selech prof. PP  
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### Lecturers

### Prerequisites

Required knowledge: Student has fundamental knowledge about of economics, business in industrial companies, the banking system, property law and accounting. Skills: Student possesses ability of perceiving information from literature, the internet, databases and other sources. The ability to perceive and associate phenomena in managing market organizations and is able to interpret them, draw remarks and form opinions. Social competences: Student has awareness and understanding of the significance and impact of non- technical engineering operations. The ability to think and act in an entrepreneurial manner. Awareness and understanding of the effects of using market-oriented actions.

### Course objective

Perspectives on the background, objectives and various international regulations regarding the protection of intellectual property rights and the protection of clients against infringements in the areas of economic security.

### Course-related learning outcomes

Knowledge:

Has general knowledge of standardization, EU recommendations and directives, national, industry and

international standards systems, and industrial standards.

Has extended knowledge of the life cycle of machines, the principles of operation of working machines and destructive processes occurring during operation, such as tribological wear, corrosion, surface fatigue and volumetric aging of the material.

Is aware of the civilization effects of technology.

Skills:

Can communicate on specialist topics with a diverse audience.

Can lead the team's work.

Can interact with other people as part of teamwork and take a leading role in teams.

Social competences:

It is ready to fulfill social obligations, inspire and organize activities for the benefit of the social environment.

It is ready to initiate actions for the public interest.

Is ready to fulfill professional roles responsibly, taking into account changing social needs, including:

- developing the professional achievements,

- maintaining the ethos of the profession,

- observing and developing the rules of professional ethics and acting towards the observance of these rules.

### Methods for verifying learning outcomes and assessment criteria

Learning outcomes presented above are verified as follows:

Learning outcomes presented above are verified as follows:

Written tests during the lecture

### Programme content

intellectual property law, patent, trademark design, utility model, copyright

### Course topics

Basics of intellectual property protection. History of intellectual property laws. Types of contemporary intellectual property rights. The objectives of intellectual property legislation. Infringement, misappropriation and enforcement of intellectual property rights. The need to protect customers. Provisions regarding customer protection in European Union law and other standards.

### Teaching methods

1. Lecture with multimedia presentation

### Bibliography

Basic

1. Lecture presentations materials.

2. Greenhalgh, C. & Rogers M., (2010). Innovation, Intellectual Property, and Economic Growth. New Jersey: Princeton University Press.

Additional

1. <http://www.consumersinternational.org/>

2. International Consumer Protection and Enforcement Network (ICPEN) <http://icpen.org>

### Breakdown of average student's workload

	Hours	ECTS
Total workload	25	1,00
Classes requiring direct contact with the teacher	15	0,50
Student's own work (literature studies, preparation for laboratory classes/ tutorials, preparation for tests/exam, project preparation)	10	0,50