

Faculty of Computer Science and Management**SUBJECT CARD****Name in Polish: Podstawy biznesu i ochrona własności intelektualnej****Name in English: Fundamentals of Business and Intellectual Property****Main field of study (if applicable): Computer Science****Specialization (if applicable): Computer Engineering****Level and form of studies: II level****Kind of subject: Obligatory****Subject code: INZ000167****Group of courses: NO**

	Lecture	Classes	Laboratory	Project	Seminar
Number of hours of organized classes in University (ZZU)	30				
Number of hours of total student workload (CNPS)	90				
Form of crediting	Crediting with grade				
For group of courses mark (X) final course					
Number of ECTS points	3				
including number of ECTS points for practical (P) classes					
including number of ECTS points for direct teacher-student contact (BK) classes	1,8				

*delete as applicable

PREREQUISITES RELATING TO KNOWLEDGE, SKILLS AND OTHER COMPETENCES**No prerequisites****SUBJECT OBJECTIVES**

C1 Gaining basic knowledge on the creating, development and management of an enterprise with particular emphasis on single-operation of individuals. Making students aware of opportunities and threats in small business leading.

C2 Providing students with knowledge about the process of developing a business plan for small businesses.

C3 Gaining basic knowledge on the kinds and systems of intellectual property protection and procedures of intellectual property protection, including industrial property (inventions, designs and marks) as well as copyrights (artistic, scientific, literary works, computer programs and databases). Understanding the basics of IP management and commercialization processes.

C4 Getting to know different patent (and other IPR) information sources (databases), as well as methods of their use for knowledge protection in innovation processes.

SUBJECT EDUCATIONAL EFFECTS

relating to knowledge:

PEK_W01 Understands the essence of the concept of entrepreneurship and enterprise, knows the rules and areas of its operation. Understands the nature and objectives of the enterprise in a variety of organizational forms. Understands the principles of an enterprise functioning and on selected aspects of management.

PEK_W02 Has a general knowledge of the process of setting up a company, and in particular on single-operation of individuals.

PEK_W03 Student knows and understands the basic concepts and regulations concerning the Intellectual property protection. Student has basic knowledge of different types of protectable knowledge and procedures of IPR protection in PL, EU, and in the world, especially concerning computer programs and databases. Student understands the role of intellectual property, basic intellectual property management processes and tools and transfer and commercialization of intellectual property.

PEK_W04 Student has general knowledge of available patent information sources and its use in innovation processes.

PROGRAMME CONTENT

Form of classes - lecture		Number of hours
Lec 1	Introduction - an outline of the lecture, credit terms, literature. The company (in particular SMEs) in a market economy. The company's business environment (business conditions)	2
Lec 2	Entrepreneurship, entrepreneur, enterprise - defining entrepreneurship; role, responsibilities and characteristics of an entrepreneur; essence, attributes and objectives of the enterprises functioning (especially SMEs). The life cycle of the company.	2
Lec 3-4	The formal organization of the company - selected aspects of starting and running a individual business (strategic decisions at the stage of setting up a company, registration obligations, sources of financing, the choice of form of taxation etc.). The advantages and disadvantages of the enterprise in other organizational and legal forms.	4
Lec 5-6	Formulating a business plan (investigation into the concept of the functioning and development of the company with regard to the determinants of competitiveness of the company (quality, cost, innovation, etc.)).	4
Lec 7	Selected aspects of the enterprise management (Business strategy of the company. The marketing concept of enterprise development. Finance companies - the terms and conditions of business thinking in the categories of income and economic losses. Evaluation of the company)	2
Lec 8	Test part I	1
Lec 8,9	Introduction. The concept and role of intellectual property protection for modern organizations and in everyday life. Intellectual property and industrial protection systems and forms in PL, EU and in the world.	2
Lec 9-10	Industrial property protection – types of protected knowledge, the concept of invention and patent, patentability requirements, patent procedures(PL,EU,WO). Specifics of computer programs patent protection.	2

Lec 10	Utility Models, Designs and know-how – definitions and protection system	1
Lec 11	Trademarks – definition and protection procedures and requirements. Geographical indications protection systems.	1
Lec 11-12	The use of available patent information databases – examples and practical searches of protected knowledge. Patented computer programs searches.	2
Lec 12-13	Copyrights and related rights – creative and scientific works protection, specifics of software and database protection, subject, object and time of protection Intellectual Property Protection Regulations at PWr.	3
Lec 13	Open Source software, GPL, Creative Commons licences	1
Lec 14	Elements of Intellectual property management and knowledge protection strategies in innovation processes. IPR infringement cases. Transfer and commercialization of IPRs, types of licences.	2
Lec 15	Test part II	1
	Total hours	30

TEACHING TOOLS USED

N1 Lecture with multimedia presentations
N2 Lecture materials in e-form
N3. Case studies
N3. Literature studies

EVALUATION OF SUBJECT EDUCATIONAL EFFECTS ACHIEVEMENT

Evaluation (F – forming (during semester), P – concluding (at semester end))	Educational effect numer	Way of evaluating educational effect achievement
F1	PEK_W01 –W02	Written test part I
F2	PEK_W03 –W04	Written test part II

P=50% F1+50%F2		

PRIMARY AND SECONDARY LITERATURE

<u>PRIMARY LITERATURE:</u>

- [1] *Podstawy nauki o przedsiębiorstwie*, red. J. Lichtarski, Wydawnictwo Akademii Ekonomicznej we Wrocławiu, Wrocław 2007, s. 17 – 58.
- [2] Sudoł S., *Przedsiębiorstwo. Podstawy nauki o przedsiębiorstwie. Teorie i praktyka zarządzania*, Dom Organizatora, Toruń 2002, s. 19 – 50.
- [3] *Nauka o przedsiębiorstwie. Wybrane zagadnienia*, red. Irena Lichniak, SGH w Warszawie, Warszawa 2009, s.13 – 68.
- [4] *Zarządzanie małym i średnim przedsiębiorstwem*, pod red. K. Safina, Wyd. Uniwersytetu Ekonomicznego we Wrocławiu, Wrocław 2012,
- [5] Markowski W., *ABC small business'u*, Wyd. MARCUS s.c., Łódź 2012.
- [6] Ewa Nowińska, Urszula Promińska, Michał du Vall: *Prawo własności przemysłowej*, LexisNexis, 2007
- [7] Barta J., Markiewicz R. (2011). *Prawo autorskie i prawa pokrewne*. Wyd. 5. Warszawa: Wolters Kluwer Polska
- [8] Michniewicz, G. (2012). *Ochrona własności intelektualnej*. Wyd. 2. Warszawa: C.H. Beck.
- [9] Karolina Sztobryn, *Ochrona programów komputerowych w prawie własności intelektualnej w Unii Europejskiej*, Wyd. Wolters Kluwer 2014

Legal regulations:

- 1.Ustawa z dnia 4 lutego 1994 r. o prawie autorskim i prawach pokrewnych (tekst jednolity: Dz.U. Nr 90 z 2006 r., poz. 631 z późn. zm.)
- 2.Ustawa z dnia 30 czerwca 2000 r. - Prawo własności przemysłowej (tekst jednolity: Dz.U. Nr 119 z 2003 r., poz. 1117 z późn. zm.)

<u>SECONDARY LITERATURE:</u>

- [1] Młodzikowska D., Lunden B., *Jednoosobowa firma. Jak założyć i samodzielnie prowadzić jednoosobową działalność gospodarczą*, Wyd. BL Info Polska Sp. z o.o., Gdańsk 2012.
- [2] Robbins S.P., DeCenzo D.A.: *Podstawy zarządzania*, PWE, Warszawa 2002.
- [3] Szymanek T.(2008). *Prawo własności przemysłowej*. Podręcznik akademicki

Internet sites of Patent Offices: www.uprp.pl, www.epo.org, www.wipo.int, uspto.org, OHIM, etc.

SUBJECT SUPERVISOR (NAME AND SURNAME, E-MAIL ADDRESS)
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MATRIX OF CORRELATION BETWEEN EDUCATIONAL EFFECTS FOR SUBJECT
Principals of Business and intellectual property protection
AND EDUCATIONAL EFFECTS FOR MAIN FIELD OF STUDY
AND SPECIALIZATION
Computer Science

Subject educational effect	Correlation between subject educational effect and educational effects defined for main field of study and specialization (if applicable)**	Subject objectives***	Programme content***	Teaching tool number***
PEK_W01	K2INF_W08	C1	Lec 1, lec 2 Lec 7	N1-N4
PEK_W02	K2INF_W08	C1,C2	Lec 3- lec 6	N1-N4
PEK_W03	K2INF_W07	C3	Lec 9-11, 13	N1 –N4
PEK_W04	K2INF_W07	C4	Lec 12, 14	N1- N4

** - enter symbols for main-field-of-study/specialization educational effects

*** - from table above