

## CO-PO MAPPING

CO	PO					
	1	2	3	4	5	6
1	3		2		-	-
2	-		3		-	-
3	-		-		-	-
4	-		-		-	-
5	-		-		-	-
AVg.	3/1=3	-	(3+2)/2=2.5	-	-	-

1- low, 2-medium, 3-high, ‘-’- no correlation

RM4151

RESEARCH METHODOLOGY AND IPR

L T P C  
2 0 0 2

### UNIT I RESEARCH DESIGN

6

Overview of research process and design, Use of Secondary and exploratory data to answer the research question, Qualitative research, Observation studies, Experiments and Surveys.

### UNIT II DATA COLLECTION AND SOURCES

6

Measurements, Measurement Scales, Questionnaires and Instruments, Sampling and methods. Data - Preparing, Exploring, examining and displaying.

### UNIT III DATA ANALYSIS AND REPORTING

6

Overview of Multivariate analysis, Hypotheses testing and Measures of Association. Presenting Insights and findings using written reports and oral presentation.

### UNIT IV INTELLECTUAL PROPERTY RIGHTS

6

Intellectual Property – The concept of IPR, Evolution and development of concept of IPR, IPR development process, Trade secrets, utility Models, IPR & Bio diversity, Role of WIPO and WTO in IPR establishments, Right of Property, Common rules of IPR practices, Types and Features of IPR Agreement, Trademark, Functions of UNESCO in IPR maintenance.

### UNIT V PATENTS

6

Patents – objectives and benefits of patent, Concept, features of patent, Inventive step, Specification, Types of patent application, process E-filing, Examination of patent, Grant of patent, Revocation, Equitable Assignments, Licences, Licensing of related patents, patent agents, Registration of patent agents.

**TOTAL : 30 PERIODS**

### REFERENCES

1. Cooper Donald R, Schindler Pamela S and Sharma JK, “Business Research Methods”, Tata McGraw Hill Education, 11e (2012).
2. Catherine J. Holland, “Intellectual property: Patents, Trademarks, Copyrights, Trade Secrets”, Entrepreneur Press, 2007.
3. David Hunt, Long Nguyen, Matthew Rodgers, “Patent searching: tools & techniques”, Wiley, 2007.
4. The Institute of Company Secretaries of India, Statutory body under an Act of parliament, “Professional Programme Intellectual Property Rights, Law and practice”, September 2013.