



## UNSW Course Outline

# JURD7350 Globalisation and Intellectual Property Law - 2024

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## General Course Information

**Course Code :** JURD7350

**Year :** 2024

**Term :** Term 1

**Teaching Period :** T1

**Is a multi-term course? :** No

**Faculty :** Faculty of Law and Justice

**Academic Unit :** School of Private and Commercial Law

**Delivery Mode :** In Person

**Delivery Format :** Standard

**Delivery Location :** Kensington

**Campus :** Sydney

**Study Level :** Postgraduate

**Units of Credit :** 6

### Useful Links

[Handbook Class Timetable](#)

## Course Details & Outcomes

### Course Description

This course takes an interdisciplinary and theoretical approach to examine: the history of intellectual property globalisation; governmental and NGO organisations involved in this process; political debates, alliances and ideologies that have shaped global intellectual property law-

making; the economics of globalisation and intellectual property; and sociological, cultural and domestic legal effects of globalising through intellectual privatization.

## Main Topics

- Introduction to the Globalisation of Intellectual Property Regulation
- History of Intellectual Propertisation and the Globalisation of Intellectual Property Regulation
- Non-Western Methods of Regulating Access to and Use of Ideas, Information, Knowledge and Symbols
- The Politics of Contemporary International Intellectual Property Regulation and Governance
- The Economics and Political Economy of Contemporary Intellectual Property Regulation
- The Sociology of Globalisation via International Intellectual Property Standardisation
- Issues in Intellectual Property Regulation in a Global Setting

1. Sovereignty

2. Legal Transplants

3. Development

- Case Studies of Intellectual Property Regulation in a Global Setting:

1. Copyright, Patents and Traditional Knowledge

2. Patents and Access to Essential Medicines around the World

3. Trademarks and Multinational Branding Practices

- The Cultural Impact of Globalising via the International Standardisation of Intellectual Property Laws
- Blending Theory and Practice in Domestic and International Intellectual Property Law- and Policy-Making

## Course Aims

The aims of this course are to investigate the content and political context of various components of the international intellectual property system and their influences on one another. They are also to consider and assess the major theoretical and policy arguments relating to the development of the global intellectual property law system and to understand this area of law in its wider economic, political, and social context.

## Relationship to Other Courses

This course assumes an understanding of intellectual property law. Students should have prior knowledge of black letter copyright, patent, trademarks and designs law, whether through

undergraduate study, postgraduate study, or work in intellectual property law in Australia or overseas.

## Course Learning Outcomes

Course Learning Outcomes
CLO1 : Demonstrate high level skills of and collaboration and oral communication by discussing and debating course concepts in a scholarly, reflective and respectful manner. (PLOs 6, 9, 10)
CLO2 : Engage in advanced critical analysis of the historical and social significance of globalisation and intellectual property law with consideration of emerging trends through an extended research essay (PLOs 1, 4, 5, 6, 7, 8, 9, 12)
CLO3 : Identify developing issues and apply them to hypothetical fact scenarios using advanced theoretical knowledge of globalised intellectual property law by doing class exercises PLOs 1, 4, 5, 6, 7, 8, 12)

Course Learning Outcomes	Assessment Item
CLO1 : Demonstrate high level skills of and collaboration and oral communication by discussing and debating course concepts in a scholarly, reflective and respectful manner. (PLOs 6, 9, 10)	<ul style="list-style-type: none"><li>Class Participation</li></ul>
CLO2 : Engage in advanced critical analysis of the historical and social significance of globalisation and intellectual property law with consideration of emerging trends through an extended research essay (PLOs 1, 4, 5, 6, 7, 8, 9, 12)	<ul style="list-style-type: none"><li>Research Proposal (1500 words)</li><li>Research Essay (4500 words)</li></ul>
CLO3 : Identify developing issues and apply them to hypothetical fact scenarios using advanced theoretical knowledge of globalised intellectual property law by doing class exercises PLOs 1, 4, 5, 6, 7, 8, 12)	<ul style="list-style-type: none"><li>Class Participation</li></ul>

## Learning and Teaching Technologies

Moodle - Learning Management System

# Assessments

## Assessment Structure

Assessment Item	Weight	Relevant Dates
Research Proposal (1500 words) Assessment Format: Individual	20%	
Class Participation Assessment Format: Individual	20%	
Research Essay (4500 words) Assessment Format: Individual	60%	

## Assessment Details

### Research Proposal (1500 words)

#### Assessment Overview

Feedback includes formative feedback, peer feedback in class, online and the use of rubric.

#### Course Learning Outcomes

- CLO2 : Engage in advanced critical analysis of the historical and social significance of globalisation and intellectual property law with consideration of emerging trends through an extended research essay (PLOs 1, 4, 5, 6, 7, 8, 9, 12)

### Class Participation

#### Assessment Overview

Preparation and engagement in class.

Feedback includes formative feedback, peer feedback in class, online and the use of rubric.

#### Course Learning Outcomes

- CLO1 : Demonstrate high level skills of collaboration and oral communication by discussing and debating course concepts in a scholarly, reflective and respectful manner. (PLOs 6, 9, 10)
- CLO3 : Identify developing issues and apply them to hypothetical fact scenarios using advanced theoretical knowledge of globalised intellectual property law by doing class exercises PLOs 1, 4, 5, 6, 7, 8, 12)

### Research Essay (4500 words)

#### Assessment Overview

Feedback includes formative feedback, peer feedback in class, online and the use of rubric.

## Course Learning Outcomes

- CLO2 : Engage in advanced critical analysis of the historical and social significance of globalisation and intellectual property law with consideration of emerging trends through an extended research essay (PLOs 1, 4, 5, 6, 7, 8, 9, 12)

## **General Assessment Information**

**Assessment 1 - Research Proposal:** Students will design an essay question relating to a topic in the course. This is the question that their research essay will answer, and the proposal should outline the way in which the student intends to approach this in their essay. This could be set out as either a 'table of contents/headings' for the proposed essay or as a prose-style description of how the student plans to cover the topic. Feedback on this assessment item will assist students prepare for Assessment 3: Research Essay.

**Assessment 2 - Class Participation:** this component of the course mark can be earned by participation in the classes and in online forum discussions. Throughout the course, students will complete a "Reflective Commentary" that records and self-assesses their contributions. This will then be submitted for formal assessment.

**Assessment 3 - Research Essay:** Students will conduct academic research and write an essay analysing a topic covered in the course. The essay will build on work already submitted in 'Assessment 1 Research Proposal'.

### Grading Basis

Standard

### Requirements to pass course

Students must achieve an overall mark of 50% to pass the course.

## **Course Schedule**

### **Attendance Requirements**

As this is an intensive course, 100% attendance at classes is required. Students must seek Special Consideration if they miss classes due to illness or misadventure.

Please see information about attendance requirements in **Law & Justice Assessment Procedure and Student Information** located in the Other Useful Information tab in the Academic Information field.

Please be advised there will be no classes on public holidays. If your class falls on a public

holiday, alternative arrangements will be made by the course convenor to make up the missed class.

# Course Resources

## Prescribed Resources

For a foundational understanding of the course topics, students are advised to read Graham Dutfield and Uma Suthersanen, *Dutfield and Suthersanen on Global Intellectual Property Law* (Edward Elgar, 2020).

## Recommended Resources

Recommended readings for each topic will be provided on the Moodle page.

## Course Evaluation and Development

Student feedback will be sought through both an informal survey and the formal MyExperience system.

## Staff Details

Position	Name	Email	Location	Phone	Availability	Equitable Learning Services Contact	Primary Contact
Convenor	Alexandra George					Yes	Yes

## Other Useful Information

### Academic Information

Upon your enrolment at UNSW, you share responsibility with us for maintaining a safe, harmonious and tolerant University environment.

You are required to:

- Comply with the University's conditions of enrolment.
- Act responsibly, ethically, safely and with integrity.
- Observe standards of equity and respect in dealing with every member of the UNSW community.
- Engage in lawful behaviour.
- Use and care for University resources in a responsible and appropriate manner.

- Maintain the University's reputation and good standing.

For more information, visit the [UNSW Student Code of Conduct Website](#).

## UNSW Law & Justice Assessment Policy

It is essential that all students undertaking this course read and abide by the [UNSW Law & Justice Assessment Policy & Student Information](#). This document includes information on Class Attendance, Late Work, Word Limits, Marking, Special Consideration, Workload, and Academic Misconduct & Plagiarism. More information can also be found at [Assessment & Exam Information](#).

Information regarding Course Outlines are subject to change and students are advised to check updates. If there is a discrepancy between the information posted here and the handbook or the UNSW Law & Justice website, please contact [Student Services via The Nucleus Hub](#) for advice. UNSW Law & Justice reserves the right to discontinue or vary such courses or staff allocations at any time. If your course is not here, please visit [Handbook](#) for information.

## Academic Honesty and Plagiarism

As a student at UNSW you are expected to display [academic integrity](#) in your work and interactions. Where a student breaches the [UNSW Student Code](#) with respect to academic integrity, the University may take disciplinary action under the Student Misconduct Procedure. To assure academic integrity, you may be required to demonstrate reasoning, research and the process of constructing work submitted for assessment.

To assist you in understanding what academic integrity means, and how to ensure that you do comply with the UNSW Student Code, it is strongly recommended that you complete the [Working with Academic Integrity](#) module before submitting your first assessment task. It is a free, online self-paced Moodle module that should take about one hour to complete.

## Submission of Assessment Tasks

Before submitting assessment items all students must read and abide by the [UNSW Law & Justice Assessment Policy & Student Information](#).

## Special consideration

Special consideration is primarily intended to provide you with an extra opportunity to

demonstrate the level of performance of which you are capable. To apply, and for further information, see Special Consideration on the UNSW [Current Students](#) page.

## Feedback

UNSW Law & Justice appreciates the need for students to have feedback on their progress prior to the last date for withdrawal without failure. All courses will therefore provide feedback to students prior to this date, as well as throughout the course. However, students should note that feedback does not take the form only of formal grades and written comments on written assessments. Rather, formative feedback, which helps students to self-assess, to identify misunderstandings, and to identify areas requiring further work, will occur during class and possibly online. For example, where a teacher asks the class a question, all students should think about how they might answer. Even though not all students will necessarily be able to respond orally, everyone can reflect on their tentative answer in light of the teacher's response and subsequent class discussion. If you are struggling to understand what is being asked in class, or if your tentative answers prove incorrect and subsequent discussion does not clear things up, then you should continue to ask questions (of yourself, your peers or your teacher). Similarly, you can get a sense of your ability in a course through peer feedback during group work, your teacher's responses to your in-class contributions, and your own response to in-class problems and examples (whether or not you are called on to relay your answer to the class) and also your online activities and responses by others to those activities. Students enrolled in this course may check their Moodle course page for details on the specific feedback used in this course.

## Faculty-specific Information

### Additional support for students

- Student support: <https://www.student.unsw.edu.au/support>
- Academic Skills and Support: <https://student.unsw.edu.au/academic-skills>
- Student Wellbeing, Health and Safety: <https://student.unsw.edu.au/wellbeing>
- Equitable Learning Services: <https://student.unsw.edu.au/els>
- UNSW IT Service Centre: <https://www.myit.unsw.edu.au>

### Course improvement

Student feedback is very important to continual course improvement. This is demonstrated within the Faculty of Law & Justice by the implementation of the UNSW online student survey myExperience, which allows students to evaluate their learning experiences in an anonymous way. myExperience survey reports are produced from each survey. They are released to staff

after all student assessment results are finalised and released to students. Course convenors will use the feedback to make ongoing improvements to the course. Students enrolled in this course may check their Moodle course page for details on the actions taken in response to evaluation feedback in Student Survey.

## School Contact Information

Please contact [Nucleus Student Hub](#) for all enquiries. The Nucleus acts as a central communications hub for UNSW and will distribute your enquiry to the best person to respond.