



Law & Regulation: Intellectual Property, Individual Rights & Data Protection Syllabus

1. Module Title	Law & Regulation: Intellectual Property, Individual Rights & Data Protection		2. Module Code	
3. Academic Year, Semester, Mode of Studies	2024/2025 academic year Semester 1, Full-time Studies			
4. Aims and Learning Outcomes	<p>Aims The aim of the course is to introduce students to the basic principles of the Polish and EU laws of intellectual property, individual rights, and data protection. During the course, students will gain knowledge in the field of legal regulations of copyright, industrial property rights (i.a. trademarks and patents) and their role in managing business, and impact they have for value and functioning of an enterprise, as well as necessary data protection regulations that should be implemented in enterprises.</p> <p>Learning Outcomes Having completed this module student:</p>			
Knowledge	Code		Assessment	
	Subject	Field		
Has in-depth knowledge of legal and ethical aspects of the company's functioning on the domestic and international market	EP-1	K_W03 K_W07	Final exam	
Has in-depth knowledge of the legal aspects of entrepreneurship, including doing business on a national and international market.	EP-2	K_W09 K_W12	Final exam	
Has extended knowledge of the main concepts and principles in the field of intellectual property protection	EP-3	K_W15	Final exam	
Skills	Code		Assessment	
	Subject	Field		
Is able to identify a legal problem and develop a legal solution adequate to it.	EP-4	K_U06	Research project Final exam	
Is able to understand and interpret the provisions of economic agreements.	EP-5	K_U06 K_U17	Research project Final exam	
Social Competencies	Code		Assessment	
	Subject	Field		
Is ready to recognize the importance of knowledge in solving legal problems and is able to manage the process aimed at	EP-6	K_K02 K_K04	Midterm exam Research project	
5. Module Leader	Name		E-mail	
	E. Bugajska, mgr		ewa.bugajska@lazarski.pl	
6. Lecturer (s)	Name		E-mail	

	E. Bugajska, mgr	ewa.bugajska@lazarski.pl	
7. Module Level	Master's	Bachelor's	
	X		
8. Year and Programme	Year	Programme	
	I	Management	
9. Module Content			
#.	Topics Discussed		Hours
Lecture			
1	Work as the subject of copyright. Economic and personal copyrights to the work.		2
2	Copyright agreements. Claims based on copyrights and how to fight (or defend them) them.		2
3	Copyright in digital era: what and how can be used without risk.		2
4	Introduction to industrial property law. Relation between copyright and industrial property rights. Patents.		2
5	Trademarks: from the idea to legal protection and creating a brand.		2
6	Industrial property rights agreements. Frequent issues for enterprises related to the industrial property rights.		2
7	Midterm exam. Introduction to data protection law. General premise of the GDPR and its consequences for enterprises.		2
8	Notions of the controller and processor. Personal data related agreements.		2
9	Data transfers outside Economic European Area.		2
10	Data protection in the digital era (Cookies and Adtech and why should we read privacy policies).		2
11	Individual rights: from right to be acknowledged as an author to the data subject access requests and right to be forgotten		2
12	How to prepare your business for due diligence process		2
10. Individual Student's Work			
#.	Description		Hours
	Preparation for midterm exam		15
	Research project (presentation for 15 minutes on the topic within the module subject matter, agreed with/assigned by the lecturer)		30
11. Assessment Methods	Coursework (40%): research project; Final exam (60%)		
12. Assessment Criteria	Points translate into marks as follows: 50 - 59 points: mark 3 60 - 69 points: mark 3.5 70 - 79 points: mark 4 80 - 89 points: mark 4.5 90 - 98 points: mark 5 98-100 points: mark 5.5 In the case of exceptional student's performance, the lecturer may award a mark of 5.5 even with an insufficient number of points scored.		
13. ECTS Credits	4		
		Hours	ECTS

	Contact Hours		
	Seminar	30	1,2
	Other Form		
	Individual Student's Work - Preparation for midterm exam - Research project	15 30	2,8
	SUMM	75	3
14. Required Readings	Students will be provided with a handout for every topic.		
15. Recommended Readings			
16. Place where module is run	Lazarski University		
17. Other	Every week, students should prepare and share with a group one piece of news on the topic related to the module (e.g. "Court in Australia found AI could be an inventor" followed by short – no longer than 1-2 minutes description of the matter.)		