

## Course Information - IPR is the New Black

*The course provides the participants a comprehensive basic understanding on intellectual property rights (IPRs) and how they are utilised in a business environment. It focuses primarily on presenting various forms of IPR that have a significant strategic as well as financial role for businesses. The course covers its topic through relevant legislation, court cases and practical information. Several practical examples on the relevant issues will shed light on the real-world questions concerning for example patents, trademarks, utility models and copyright.*

*The course is tailored for providing the participants with an extensive introduction to the field of IPR. Thus, mastering legal methods or having completed legal studies is not required for enrolling on the course.*

*After completing the course, one will be able to identify possibilities and possible difficulties related to IPRs. In addition, participants will obtain skills to evaluate when to seek additional information on IPR-questions or consult an expert from the right place at the right time.*

## Course Enrolment Requirements

The course is aimed at everyone who is interested in IPR and wants to expand their knowledge of the topic. For example, students from universities and universities of applied sciences are warmly welcome to attend to the course. No prior training or courses in IPR are required.

## Learning Goals

After successful completion of the course, one will be able to

1. identify the most important IPRs that are used to protect intangible assets;
2. understand both the financial and strategic importance of IPRs from the business activities' point of view; and
3. evaluate the conditions and situations in which it is reasonable to enter into a contract concerning IPRs.

## Taking the Course

After enrolling to the course, it can be completed at one's own pace.

The course is primarily based on individual reading of online course materials. It consists of eight parts that include materials focusing on different IPR-related topics. The course participants will, after reading each chapter, answer online quizzes based on the material read. In total, there are eight quizzes that are required to be successfully completed in order to pass the course and acquiring 2 ECTS. If necessary, the quizzes can be retaken.