# ISOM2030 Business Protections for Innovation
## Course Syllabus and Outline (Fall 2020)

Class Details: Monday/Wednesday, L1: 12:00 PM – 1:20 PM, Zoom: 993-3597-7838
Instructor: Prof. Ted CLARK, School of Business & Management, tclark@ust.hk, 2358-7634 (Office)
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Course Website: http://canvas.ust.hk/

## Objective and Learning Methodology

Intellectual property rights (IPR) has a great impact on innovation development and society. In Science, Engineering, and Business, we seek to create wealth through innovation in products, designs, manufacturing processes, and business systems or models.  However, innovation leaders often FAIL to benefit from their discoveries and inventions when they are unable to adequately protect those innovations.  This negative impact can have negative inertia on new innovations and the future development of entrepreneurship. In this course, we explore approaches that companies (and individual inventors also) can use to effectively protect and capitalize on their innovative ideas for creating value for society. We also examine ways that firms can get around barriers to innovation protection in order to quickly copy or reverse engineer new product or process innovations. Finally, students will be more aware of IP rights and their impact on society, citizens, and business.

This course combines a business case discussion approach with readings on the basic aspects of business innovation protection to illustrate strategic and legal issues and challenges in business related to protection of business innovations.  Using case studies from business and law with fundamental software innovation and technology introduction, we examine protections for engineering products, biotechnology, semiconductor protection laws, computer hardware, microcode, software licenses, encryption, trademark, copyright, music downloading and entertainment laws, personal privacy, business process patents, and reverse engineering issues.

This course will help students in applying legal and strategic approaches to protecting and encouraging business innovation, as well as in understanding and communicating key social and ethical issues related to innovation protection. Professor Clark has degrees in Engineering (BS), Law (JD), Business (Harvard MBA) and IS Management (Harvard DBA), and has taught multiple MBA and MSc ISM courses in the past. Professor Clark also has extensive consulting experience with McKinsey & Company, involving sourcing, strategy, and operations.

## Grading Policy

The course grade consist of 4 components. The weight of each is shown below:

| Assessment | Percentage | Details |
|---|---|---|
| Attendance | 10% | Attend Monday class discussion; 1 pt per lecture |
| Participation | 20% | Actively participate in Monday class discussions |
| Quizzes | 33% | 13 quizzes; 2 pts per quiz; drop 2 lowest scores, 3% per quiz |
| Final Exam | 37% | Short Answer and Essay(s) – Timed, Online |

Participation in discussions or asking questions is strongly encouraged.

Studying the assigned course reading materials will be an important part of the overall learning experience.

## Books Used (Assigned reading excerpts posted online in CANVAS)

**[Nutshell]** Miller, A., & Davis, M. (2012). *Intellectual property: Patents, trademarks, and copyright in a nutshell* (5th ed.). St. Paul, MN: Thomson/West.

**[Intellectual Property]** Dreyfuss, R., & Kwall, R. (1996). *Intellectual property: Trademark, copyright, and patent law: Cases and materials*. Westbury, N.Y.: Foundation Press.

**[Software]** Lemley, M. (2000). *Software and Internet law*. Gaithersburg, Md.: Aspen Law & Business.

## Course Schedule

| WK | F2F Class | | Lecture Videos / Optional F2F Class | | Reading Assigned | Submissions Deadline |
|---|---|---|---|---|---|---|
| 1 | *[Sep 7]* | Introduction | *[Sep 9]* | Copyright 1 | No readings assigned before the first class | *[Sep 12]* Quiz 1 |
| 2 | *[Sep 14]* | Introduction to Copyright | *[Sep 16]* | Copyright 2 | Nutshell pp. 303-313 (11 pages) | *[Sep 19]* Quiz 2 |
| 3 | *[Sep 21]* | Copyright Limitations | *[Sep 23]* | Copyright 3 | Nutshell pp. 375-397 (23 pages) | *[Sep 26]* Quiz 3 |
| 4 | *[Sep 28]* | Derivative Work & Parody | *[Sep 30]* | Copyright 4 | Software pp. 97-112 (15 pages) | *[Oct 3]* Quiz 4 |
| 5 | *[Oct 5]* | Protecting Software Innovations | *[Oct 7]* | Patent 1 | Software pp. 149-153, 214-218 (10 pages) Software pp. 891-901 (11 pages) | *[Oct 10]* Quiz 5 |
| 6 | *[Oct 12]* | Introduction to Patents | *[Oct 14]* | Patent 2 | Nutshell pp. 10-20 (11 pages) Nutshell pp. 21-29 (9 pages) | *[Oct 17]* Quiz 6 |
| 7 | *[Oct 19]* | Process of Getting a Patent & Utility Patent Requirements | *[Oct 21]* | Patent 3, 4 | Nutshell pp. 105-119 (15 pages) Nutshell pp. 121-135 (15 pages) | *[Oct 26]* Quiz 7 |
| 8 | *[Oct 26]* | *Holiday* | *[Oct 28]* | Trademark 1 | Nutshell pp. 39-50 (12 pages) Nutshell pp. 71-82 (12 pages) | *[Nov 2]* Quiz 8 |
| 9 | *[Nov 2]* | Introduction to Trademark | *[Nov 4]* | Trademark 2 | Intellectual Property pp. 6-23 (18 pages) | *[Nov 9]* Quiz 9 |
| 10 | *[Nov 9]* | Trademark Global Issues & Challenges | *[Nov 11]* | Trademark 3 | Intellectual Property pp. 118-134 (17 pages) | *[Nov 16]* Quiz 10 |
| 11 | *[Nov 16]* | Trademark Infringement Cases | *[Nov 18]* | Strategy 1 | Nutshell pp. 452-460 (9 pages) | *[Nov 23]* Quiz 11 |
| 12 | *[Nov 23]* | Resource-Based Strategy | *[Nov 25]* | Strategy 2 | Software pp. 49-68 (19 pages) | *[Nov 28]* Quiz 12 |
| 13 | *[Nov 30]* | Move Fast or Get Passed | *[Dec 2]* | Strategy 3,4 | | *[Dec 5]* Quiz 13 |