

ISOM2030 Business Protections for Innovation

Course Syllabus and Outline (Spring 2020)

Class Details: Wednesday, L1: 1:30 PM – 2:50 PM, L2: 12:00 PM – 1:20 PM, Rm. 1005, LSK Bldg
Instructor: Prof. Ted CLARK, School of Business & Management, tclark@ust.hk, 2358-7634 (Office)
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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 weekly lectures; 1 pt per lecture (maximum 10 points)
Participation	20%	Actively participate in class and online forums
Quizzes	20%	13 quizzes; 2 pts per quiz; drop 3 lowest scores
Final Exam	50%	Open Book Timed Exam – Discussion Questions

Participation in discussions or asking questions is strongly encouraged.

Course Schedule

Week (Dates)	Topics	Online Materials	Submissions
Week 1 (Feb 19 th)	Introduction	Copyright 1	Quiz (Feb 24 th)
Week 2 (Feb 26 th)	Introduction to Copyright	Copyright 2	Quiz (Mar 2 nd)
Week 3 (Mar 4 th)	Copyright Limitations	Copyright 3	Quiz (Mar 9 th)
Week 4 (Mar 11 th)	Derivative Work & Parody	Copyright 4	Quiz (Mar 16 th)
Week 5 (Mar 18 th)	Protecting Software Innovations	Patent 1	Quiz (Mar 23 rd)
Week 6 (Mar 25 th)	Introduction to Patents	Patent 2	Quiz (Mar 30 th)
Week 7 (Apr 1 st)	Process of Getting a Patent	Patent 3, 4	Quiz (Apr 6 th)
Week 8 (Apr 8 th)	Utility Patent Requirements & Advanced Patent Topics	Trademark 1	Quiz (Apr 13 th)
Week 9 (Apr 15 th)	Introduction to Trademark	Trademark 2	Quiz (Apr 20 th)
Week 10 (Apr 22 nd)	Trademark Global Issues & Challenges	Trademark 3	Quiz (Apr 27 th)
Week 11 (Apr 29 th)	Trademark Infringement Cases	Strategy 1	Quiz (May 4 th)
Week 12 (May 6 th)	Resource-Based Strategy	Strategy 2	Quiz (May 11 th)
Week 13 (May 13 th)	Move Fast or Get Passed	Strategy 3,4	Quiz (May 18 th)
May 2020	Open Book Final Exam		