

UČNI NAČRT PREDMETA / COURSE SYLLABUS

Predmet: Intelektualna lastnina v digitalni dobi
Course title: Intellectual Property in the Digital Age

Študijski program in stopnja Study programme and level	Študijska smer Study field	Letnik Academic year	Semester Semester
Strateško komuniciranje in menedžment, tretja stopnja	Menedžment	Prvi	Drugi
Strategic Communication and Management, 3rd level	Management	First	Second

Vrsta predmeta / Course type

Izbirni / Elective

Univerzitetna koda predmeta / University course code:

ILDD / IPDA

Predavanja Lectures	Seminar Seminar	Vaje Tutorial	Klinične vaje work	Druge oblike študija	Samost. delo Individ. work	ECTS
10	30	0	0	0	410	15

Nosilec predmeta / Lecturer:

Doc. dr. Dolores Modic / Assist. prof. Dolores Modic, Ph.D
(nosilka je v vlogi koordinatorke, ker pri izvajanju predmeta sodeluje več visokošolskih učiteljev) / (the lecturer plays the role of coordinator since several lecturers participate in the course)

**Jeziki /
Languages:**

**Predavanja /
Lectures:** slovenski, angleški (tudi za seminar) /
Slovenian, English (also for the seminars)
Vaje / Tutorials: /

Pogoji za vključitev v delo oz. za opravljanje študijskih obveznosti:

Vpis v 1. letnik doktorskega študija.

Prerequisites:

Enrolment in the first year of doctoral study.

Vsebina:

SPLOŠNI DEL

Teorije intelektualne lastnine; Intelektualna lastnina kot javno dobro

Utilitarne in ekonomske teorije; teorije menedžmenta; naravno pravo; inovacijske teorije; distributivna in družbena pravičnost
Teorije spodbud; ekonomske teorije stroškov in koristi; odprto inoviranje

Pravice intelektualne lastnine

Patenti; avtorske pravice; znamke in domene; modeli; poslovne skrivnosti; druge pravice intelektualne lastnine

Menedžment intelektualne lastnine v digitalni dobi

Inovacijski potencial pravic intelektualne lastnine; IP menedžment kot proces; strateški menedžment (pravic) intelektualne lastnine; združevanje patentov (patentne goščave, patentni bazeni)

Avtorske in sorodne pravice na spletu

Organizacije kolektivnega upravljanja; digitalizacija in integracija raznovrstnih del; skupnosti na spletu in njihove stvaritve ter stvaritve uporabnikov; odprtokodno programje in odprte licence, pravično deljenje in neprostovoljne (nujne) licence

POSEBNI DEL

Umetna inteligenca, blockchain in IP

Intelektualna lastnina in masovni podatki; pametne/virtualne pogodbe

Merjenje inovacijskega potenciala in informatika

Osnove semantike, pridobivanja in analize IL podatkov, varovanje baz podatkov; razdvoumljanje in drugi problemi; novi formati (npr. t.i. 'Povezani podatki' kot metoda objave strukturiranih podatkov z uporabo standardnih

Content (Syllabus outline):

GENERAL PART

Intellectual property theories

Utilitarian/Economic Theories; Management theories; The Natural Rights Perspective; Innovation Theories; Distributive and Social Justice
Incentives theories; Economic Theories of Costs and Benefits; Open innovation

Intellectual property rights

Patents, Copyrights, Designs, Domains, Trademarks, Trade secrets, Other rights

Intellectual property (rights) management in the digital age

Innovation potential of IP(R); IP management as a process, Strategizing IP; Patent thicket, patent pools

Copyright on the Internet

Collective Management Organizations; Digitization and the integration of the various classes of works; Online communities, their IP creations and user-generated content; Open licenses and virtual contracts; fair use/dealing and non-voluntary (compulsory) licenses

SPECIAL FOCI

Artificial intelligence, Blockchain and IP

IP and big data; smart/virtual contracts

Measuring innovation potential and informatics

The basics of semantics and IP information retrieval; database protection; disambiguation and other common problems of patent informatics, new formats (e.g. LOD as a method of publishing structured data using standard

spletnih tehnologij); intelektualna lastnina in inovacije za prehod v krožno gospodarstvo

Avtorske pravice v spletnih skupnosti: primer fanfikcije

web technologies); Intellectual property and innovation for circular transitions

Copyright in online communities: the case of fanfiction.

Temeljna literatura in viri / Foundational literature and sources:

Knjige/ Books

Menell, P. S., Lemley, M. A. & Merges, R. P. (2019): *Intellectual Property in the New Technological Age: 2019* – Chapters 1 and 2 (Retrieved from <https://ssrn.com/abstract=3415161> or <http://dx.doi.org/10.2139/ssrn.3415161>), Chapter 4.

Modic, D. & Damij, N. (2018): *Towards Intellectual Property Rights Management: Back-office and Front-office Perspectives*. Springer.

Elkin-Koren, N., & Salzberger, E. (2013): *The law and economics of intellectual property in the digital age: the limits of analysis*. Routledge – Only Chapters 2.4, 2.5, 3, 5.4, 5.5, 6.

Članki / Articles

Grupp, H. & Schmoch, U. (1999): Patent statistics in the age of globalisation: new legal procedures, new analytical methods, new economic interpretation. *Research Policy*, 28(4), pp. 377–396.

Mazzoleni, R. & Nelson, R. R. (1998): Economic theories about the benefits and costs of patents. *Journal of economic issues*, 32(4), pp. 1031–1052.

Savelyev, A. (2018): Copyright in the blockchain era: Promises and challenges. *Computer law & security review*, 34(3), 550-561.

Shalaby, W. & Zadrozny, W. (2019): Patent retrieval: a literature review. *Knowledge and Information Systems*, pp. 1–30.

Shapiro, C. (2000): Navigating the patent thicket: Cross licenses, patent pools, and standard setting. *Innovation policy and the economy*, 1, pp. 119–150.

Konferenčni prispevki, poročila, drugo / Conference papers, reports and other

- De la Rosa, J. L., Gibovic, D., Torres, V., Maicher, L., Miralles, F., El-Fakdi, A. & Bikfalvi, A. (2016): On intellectual property in online open innovation for SME by means of blockchain and smart contracts. *3rd Annual World Open Innovation Conf. WOIC*. Retrieved from <https://www.semanticscholar.org/paper/INNOVATION-FOR-SME-BY-MEANS-OF-BLOCKCHAIN-AND-Rosa-Gibovic/e2cd515acf268fc41879e5fc7d0e9be64971836b>.
- Griliches, Z., Pakes, A. & Hall, B. H. (1986): *The value of patents as indicators of inventive activity*. NBER Working Paper No. 2083. Retrieved from <https://www.nber.org/papers/w2083>.
- Pham, M. T. V. (2021): *Copyright Observance in the Digital Age: Norms and Practices in Online Fanfiction Communities: PhD Thesis*. Birmingham City University, Chapters 3 and 4. Available at:

http://repository.udn.vn/bitstream/handle/DHDN_125/596/PhamMinhThyVan.TT.pdf?sequence=1.

- Wang, Q., & Keith, S. (2021): *News aggregators and copyright in the European Union and the United States in the digital age: Evolution, comparisons, and implications*. First Monday, Available at: <https://journals.uic.edu/ojs/index.php/fm/article/download/11680/10216>.

Dodatni najnovejši viri po izbiri predavateljev / Additional most recent sources selected by the lecturers.

Cilji in kompetence:

Cilj predmeta je, da študenti spoznajo teoretične podlage intelektualne lastnine ter relevantne koncepte, predvsem tudi v luči novih sprememb v okolju. Pri predmetu bodo študenti spoznali tudi ustrezne metodološke pristope ter bodo po koncu predmeta sposobni samostojno oblikovati in analizirati znanstveni problem na področju intelektualne lastnine.

Pridobitev splošnih kompetenc:

- ustvarjanje novega znanja, ki pomeni relevanten prispevek k razvoju znanosti;
- sposobnost identificiranja danega raziskovalnega problema, njegove analize ter možnih rešitev;
- sposobnost oblikovanja in implementacije izvornih znanstvenih rešitev danih družbenih problemov;
- sposobnost obvladanja standardnih metod, postopkov in procesov raziskovalnega dela na področju strateškega komuniciranja oziroma menedžmenta;
- sposobnost predstavitve pridobljenih znanstvenih izsledkov v obliki publikacij v mednarodni znanstveni periodiki.

Pridobitev predmetno specifičnih kompetenc:

- sposobnost samostojnega znanstvenega dela na področju intelektualne lastnine;

Objectives and competences:

The goal of the course is for students to gain insights into major theories related to intellectual property. Furthermore, the students gain an understanding of related relevant concepts, especially in the light of changes in the environment. Appropriate methodological approaches are showcased, and the students gain the ability to independently formulate and analyse relevant problems in the field of intellectual property.

Acquisition of general competences:

- creation of new knowledge, which represents a relevant contribution to the development of science;
- ability to identify a given research problem, its analysis and possible solutions;
- ability to design and implement the original scientific solutions to given social problems;
- ability to master standard methods, procedures and processes of research work in the field of strategic communication or management;
- the ability to present the obtained scientific results in the form of publications in international scientific journals.

Acquisition of course-specific competences:

- ability to conduct independent scientific work in the area of intellectual property;

<ul style="list-style-type: none"> • sposobnost za reševanje konkretnih raziskovalnih problemov na različnih področjih komuniciranja in menedžmenta v sodobni družbi; • sposobnost samostojnega raziskovalno-razvojnega dela in vodenje raziskovalne skupine; • poznavanje pomena kakovosti in prizadevanje za kakovost znanstvenega dela skozi avtonomnost, (samo)kritičnost, (samo)refleksivnost in (samo)evalviranje pri znanstvenem delovanju. 	<ul style="list-style-type: none"> • ability to solve concrete research problems in different fields of communication and management in contemporary society; • the ability of independent research and development work and leading a research group; • knowledge of the importance of quality and striving for the quality of professional work through autonomy, (self)criticality, (self)reflexivity and (self)evaluation in professional work.
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Predvideni študijski rezultati:

<p>Znanje in razumevanje:</p> <p>Študent/študentka:</p> <ul style="list-style-type: none"> • demonstrira poznavanje ključnih pojmov in teorije intelektualne lastnine; • demonstrira sposobnost samostojnega in neodvisnega raziskovalnega dela na področju študij intelektualne lastnine; • demonstrira sposobnost prezentacije svojih raziskovalnih rezultatov na znanstvenih srečanjih in v znanstvenih publikacijah - vključujoč napisati znanstveni članek na temo intelektualne lastnine v digitalni dobi; • izkaže sposobnost pridobiti, procesirati in uporabiti podatke povezane z intelektualno lastnino.

Intended learning outcomes:

<p>Knowledge and understanding:</p> <p>Student:</p> <ul style="list-style-type: none"> • demonstrates knowledge of basic intellectual property concepts and theories; • demonstrates the ability of individual and independent research work in the field of intellectual property studies; • demonstrates the ability of presenting the acquired research results in scientific meetings and publications – including being able to write a scientific article on the selected topics at the intellectual property in the digital era; • gains the ability to collect, process and use data connected to intellectual property.
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Metode poučevanja in učenja:

- *predavanja* z aktivno udeležbo doktorandov (razlaga, diskusija, vprašanja, primeri);
- *seminarsko delo* (refleksija izkušenj, projektno delo, diskusija, poročanje o opravljenem delu-članku, sporočanje povratne informacije, dodatna razlaga);
- *uporaba spletne učilnice* oziroma drugih sodobnih IKT orodij;
- *individualno delo študentov* (samostojen študij literature, priprava razširjene raziskovalne naloge).

Learning and teaching methods:

- *lectures* with active participation of doctoral students (explanations, discussion, case);
- *seminar work* (reflecting experience, discussions, reporting on work done – research article, feedback information, additional explanations);
- *use of online classroom* or other contemporary ICT tools;
- *individual students' research work* (independent study of literature, preparing the extended research paper).

Načini ocenjevanja:	Delež (v %) / Weight (in %)	Assessment:
<p>Način (pisni izpit, ustno izpraševanje, naloge, projekt):</p> <p>Razširjena raziskovalna naloga (cca. 5000 besed), ki se lahko poteguje za objavo v mednarodni recenzirani reviji/ monografiji ali za prezentacijo na mednarodni znanstveni konferenci/ delavnici.</p> <p>Ocenjevalna lestvica – skladno s Pravilnikom o preverjanju in ocenjevanju znanja.</p>	100 %	<p>Type (examination, oral, coursework, project):</p> <p>Extended research paper (cca. 5000 words) able to compete for publication in an international peer reviewed journal/monograph or for the presentation at the international scientific conference/workshop.</p> <p>The grading scale is harmonized with the Rules for verification and evaluation of knowledge.</p>

Reference nosilca / Lecturer's references:

- MODIC, D. and DAMIJ, N. 2018. *Towards Intellectual Property Rights Management*. Palgrave MacMillan.
- MODIC, D., HAFNER, A., DAMIJ, N. and ČEHOVIN ZAJC, L. 2019. Innovations in Intellectual Property Rights Management: Their Potential Benefits and Limitations. *European Journal of Management and Business Economics*, 28(2): 189-203.
- MODIC, D., JOHNSON, A., VUCKOVIC, M. 2021. Towards Measuring Innovation for Circular Economy using Patent Data. In: *Research Handbook of Innovation for a Circular Economy* (eds. Jakobsen, T. Lauvås, F. Quatraro, E. Rasmussen, M. Steinmo). Edward Elgar Publishing.
- MODIC, D. and YOSHIOKA-KOBAYASHI, T. 2020. Individual-Level Determinants of Academic Patent Licensing to Start-Ups: Impacts of Principal Investigators' Embeddedness in the Industry.

In: *Research Handbook of Start-up Incubation Ecosystems* (eds.: Novotny, A., Rasmussen, E., Clausen, T. and Wiklund, J.). Edward Elgar Publishing.

- BERCOVITZ J., CHANGOLUISA, J., FELDMAN, M.P. and MODIC, D. 2019. Pay to Play: Connecting university research funding to licensing outcomes. In: *Frontiers of Strategic Alliance Research: Negotiating, Structuring and Governing Partnerships* (eds.: Contractor, Farok J. and Reuer, Jeffrey J.). Cambridge University Press.

- MODIC, D., JOHNSON, A., LUŽAR, B., HAFNER A., ROŽAC B., VUČKOVIČ M. and RASMUSSEN E. 2020. *Intellectual Property Linked Open Data Building Bridges (IP LodB) project: Methodology Report*, available at:

https://www.researchgate.net/publication/343690785_Intellectual_Property_Linked_Open_Data_Building_Bridges_IP_LodB_project_Methodology_Report.

- MODIC, D. and RONČEVIĆ, B. 2018. Social Topography for Sustainable Innovation Policy: Putting Institutions, Social Networks and Cognitive Frames in their Place. *Comparative Sociology*, 17(2018): 100-127.

- MODIC, D and FELDMAN, M.P. 2017. Mapping the human brain: comparing the US and EU Grand Challenges. *Science and Public Policy*, 44 (3): 440-449.