

**BU9302: LAW OF INTELLECTUAL PROPERTY & NEW MEDIA**

**A) Course Aims/Description**

The electronic communications environment and the internet challenges how businesses protect their informational assets. This course is designed to prepare the candidate to evaluate the strategies needed to face these challenges. This course also looks at the potential liability and the prevention of the misuse of information and the publication of detrimental information. The use of electronic communications and new media (such as social media, blogs, wikis, interactive web-pages and video sharing – where the users are now generating content) continues to challenge the how the law deals with brands - embodying reputation and copyright of works of art, multimedia, databases, music and authored works.

This course aims to provide students with a good grounding in Intellectual Property law and how far they can be used to protect the interest of electronic property.

The other main focus is on the regulation of electronic information and communication – or new media. The knowledge-based economy is underpinned by laws which protect information assets and private information, shapes transactions and provides security for the various interests of parties to electronic transactions. This course is designed to give an appreciation of the relationship between law and technology as well as how businesses must work within the rules affecting the knowledge-based economy. The approaches to the subject will be both practical and critical.

**B) Intended Learning Outcomes (ILO)/Objectives**

The learning outcomes expected on the completion of this course include:

1. understanding of the dynamic nature of new media and IP law in the information age
2. familiarity with the laws which affect new media content and ownership
3. evaluation of institutional policies concerning issues such as defamation and privacy
4. application of knowledge of the areas of law covered in the course to prevent legal issues and liabilities arising.

**C) Course Content**

NIL

**D) Assessment (includes both continuous and summative assessment)**

<b>Component</b>	<b>Weightage</b>	<b>Team/ Individual</b>
1. Seminar Participation	20%	Individual
2. Class Quizzes	10%	Individual
3. Class presentation of project	10%	Group
4. Researched Written Project	60%	Group
Total	100%	

**E) Weekly Schedule for BU9302**

<b>Teaching Weeks</b>	<b>Topics</b>
1	Information Society & Ethics
2	Copyright 1
3	Copyright 2
4	Trademarks & Passing Off
5	Confidential Information
6	Privacy
7	Defamation
8	Online Electronic Crimes & Fraud
11	Presentation of Research Paper
12	Presentation of Research Paper