

1.	Field of study	Entrepreneurship Studies
2.	Faculty	Faculty of Law and Administration
3.	Academic year of entry	2025/2026 (winter term)
4.	Level of qualifications/degree	first-cycle studies
5.	Degree profile	practical
6.	Mode of study	full-time

7.	General information about the module	
Module name		Intellectual property in business
Module code		WIDG
Number of the ECTS credits		2
Language of instruction		Polish
Purpose and description of the content of education		The module aims to familiarize students with the basic constructs of intellectual property law, functional in business conduct: first of all, regulations on trademarks, industrial designs and geographical indications, like copyright law. Students will learn how to register a particular good with the Patent Office, how to protect it, and with what tools to exploit it.
List of modules that must be completed before starting this module (if necessary)		[PPC] Basics of civil law

8.	Learning outcomes of the module			
Code	Description	Learning outcomes of the programme	Level of competenc (scale 1-5)	
KS_01	Is aware of the need to critically assess his knowledge of intellectual property in connection with running a business following the law.	K_04	5	
U_01	Uses the concepts and constructs found in intellectual property law.	U_01	4	
U_02	Recognizes the need to analyze the norms of intellectual property law to legally and legitimately run a business.	U_02	4	
W_01	Knows to an advanced level the concept and principles of intellectual property law.	W_06	5	
W_02	Knows and understands the rights and obligations of entities under intellectual property law.	W_06	5	

9.	Methods of conducting classes		
Code	Category	Name (description)	
a03	Lecture methods / expository methods	Description <i>a description of objects, phenomena, processes or people; it involves specifying the structure and characteristic features of the object, phenomenon, or process being described; it is usually accompanied by a demonstration of the described object or by its models, drawings, tables, charts, etc.; a description may take the form of an explanation, classification, justification or comparison</i>	
b02	Problem-solving methods	Lecture-discussion <i>transmission of content involving interaction with the lecture audience; discussion of lecture-related issues is one of its</i>	

		<i>elements or constitutes its follow-up</i>
b07	Problem-solving methods	Activating methods: a case study <i>a comprehensive description of a phenomenon connected with the selected discipline; reflecting the reality, presenting the 'what', 'where' and 'how' of the phenomenon, i.e., all of its key aspects to be discussed in class; used as a reproduction, presentation, discussion or diagnosis of factors that shape the phenomenon or interact with it; an in-depth qualitative analysis and evaluation of a selected phenomenon</i>
b09	Problem-solving methods	Activating method – flipped classroom <i>anticipatory learning; work in class is based on previously studied material indicated by the person teaching the course; preparation outside the classroom serves the purpose of getting familiar with the issues whose knowledge is necessary for participating in the in-class discussion and the training in the related practical skills; the activity is based on the work of students under the guidance of the person teaching the course</i>

10. Forms of teaching					
Code	Name	Number of hours	Assessment of the learning outcomes of the module	Learning outcomes of the module	Methods of conducting classes
FZ_1	lecture	15	exam	KS_01, W_01, W_02	a03, b02
FZ_2	practical classes	15	course work	KS_01, U_01, U_02	b07, b09

11. The student's work, apart from participation in classes, includes in particular:			
Code	Category	Name (description)	Is it part of the BUNA?
a02	Preparation for classes	Literature reading / analysis of source materials <i>reading the literature indicated in the syllabus; reviewing, organizing, analyzing and selecting source materials to be used in class</i>	No
c02	Preparation for verification of learning outcomes	Studying the literature used in and the materials produced in class <i>exploring the studied content, inquiring, considering, assimilating, interpreting it, or organizing knowledge obtained from the literature, documentation, instructions, scenarios, etc., used in class as well as from the notes or other materials/artifacts made in class</i>	Yes

Information on the details of the module implementation in a given academic year can be found in the syllabus available in the USOS system: <https://usosweb.us.edu.pl>.