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# NEW PERSPECTIVES IN SCIENCE EDUCATION

11<sup>th</sup> Edition

HYBRID EVENT

17- 18 March 2022



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# **INTERNATIONAL CONFERENCE PROCEEDINGS**

## **NEW PERSPECTIVES IN SCIENCE EDUCATION 11<sup>th</sup> Edition**

**(Hybrid Event, 17-18 March 2022)**



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# Conceptual Model for Intellectual Property Master's Program in the Field of Public Communications and Information Sciences: Non-Lawyers Course

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## Abstract

**Introduction:** *The new information environment imposes new requirements on the competencies and knowledge of modern young professionals graduating their higher education. Basic knowledge in the field of Intellectual Property (IP) is of particular importance for the professional fields related to Information and Social Sciences, as these sciences are currently one of the most dynamically developing. **The aim** of this paper is to present a conceptual model for IP master's program in the professional field 3.5 Public Communications and Information Sciences for Non-Lawyers, inspired by the work of two scientific projects implemented at the University of Library Studies and Information Technologies (ULSIT). The first one "A Conceptual Educational Model for Enhancing Information Literacy in a University Information Environment" (Contract № KP – 06 – H35/10 from 18.12.2019, led by Prof. DSc Stoyan Denchev. The second one entitled "Model for research and increase copyright literacy at the media in the university environment", financed by the National Science Fund of the Ministry of Education and Science of the Republic of Bulgaria (Contract № KP-06-M35/1 from 18.12.2019, led by Evelina Zdravkova-Velichkova, PhD). **Presentation:** The conceptual model presents a sample curriculum and qualification characteristics, with an emphasis on the leading competencies and skills that students will develop after their studies in the specialized IP master's program. The training in the master's program aims to offer those who wish to develop their culture in terms of IP legal protection and management. The curriculum will include theoretical training in the form of compulsory, elective and optional disciplines within 4 semesters. The training is expected to cover topics related to the basics of law, IP basics, international law, European Union law and national legislation in the field of intellectual property, industrial property, copyright and related rights, IP and access to e-content, IP in the media, copyright in the audiovisual arts, graphic communication and digital arts, digital entrepreneurship, business strategies, media law and advertising, etc. **Results:** The training in the IP master's program will increase the legal culture of students, will stimulate the contact between students and trainers due to the fundamental and practically applied nature. It is envisaged that the training will be accompanied by opportunities to supplement professional skills through participation in seminars and master classes, preparation of scientific publications. Going through such training can later be upgraded to a doctoral program. **Conclusion:** Thanks to the IP education students will acquire skills that will prepare them for everything that future holds for us. Creating conditions for the development of creative thinking and intellectual property competency will give higher competitiveness of learners in the labour market and to the promotion of an active civil society. The connection of both projects is revealed, as they are both aimed at those new skills,*



*essentials for the whole community, especially in university information environment.*

*Keywords: Intellectual Property, Conceptual Model, Copyright, Industrial Property, Curriculum*

## **1. Introduction**

As cultural and scientific organization searches for, studies, preserves and presents cultural and natural values with a cognitive, educational, and aesthetic goal, it is the education's job to prepare young people for their adaptation and realization in the modern democratic society in the context of cultural diversity. At present, the great potential of young people to innovate and stimulate change for a better future is a prerequisite for educational institutions to encourage creativity and the transformation of ideas into reality in the learning process. The development of the legal competence of the non-law students presupposes their successful realization and subsequent incentive for upgrading their intellectual and legal culture. On the other hand, curiosity, entrepreneurial spirit, the desire for change further influences their desire to study in specialized bachelor's and master's programs [1], [2]. The leading organizations working in the field of IP include the World Intellectual Property Organization (WIPO), the European Union Intellectual Property Office (EUIPO) and the European Patent Office (EPO). The target of the IP trainings they offer includes students and teaching staff, government representatives, business managers, all content creators, etc. The learning in IP offered by the three institutions is at a high enough level, starting from the lowest level, to turn any person into IP literate one.

Prestigious universities offering master's programs in the field of intellectual property are: The Edinburgh University, The University of Cumbria, Boston University School of Law, BAUMAN Moscow State Technical University, ESADE Business School, Texas A&M University School of Law, Jagiellonian University, George Washington University – Law School, Indiana University Robert H. McKinney School of Law, Mercyhurst University, University of Technology Sydney, King's College London, Danube University Krems, Kutafin Moscow State Law University, University of New Hampshire Franklin Pierce School of Law, Queen Mary University of London, The University of Melbourne, University College Dublin, Fordham University Law School, University of Johannesburg and others. The majority of the master's programs are at universities in the USA and United Kingdom. In Bulgaria, examples can be given with master's programs at the University of National and World Economy and Varna Free University "Chernoricez Hrabar", an example of good practice are the training courses offered in specialized centres of intellectual property, such as the University of Ruse "Angel Kanchev", National Sports Academy "Vasil Levski" and Technical University – Varna.

Based on the study of universities offering master's programs in intellectual property, it can be summarized that the training is based on an interdisciplinary approach, offers in-depth knowledge of the conceptual apparatus of intellectual property, aspects of protection at international and European level, industrial property objects, copyright and related rights and new IP objects. Another valuable aspect is the opportunity for students to personalize their education by choosing according to their preferences and additional (elective) courses. IP training is applicable in business, entertainment, multimedia, technology, and engineering. After obtaining a master's degree, students can be realized as legal advisers, experts, lawyers, researchers.

## 2. Methodology

The methodology for achieving the objective of the study and solving the set research tasks include the following specific methods: method of study and content analysis, comparative analysis; synthesis of the obtained information. In the context of the study, universities offering IP training in master's programs were studied. Based on the information from curricula and qualification characteristics and experience in research projects at ULSIT – “A Conceptual Educational Model for Enhancing Information Literacy in a University Information Environment” and “Model for research and increase copyright literacy at the media in the university environment”, a Conceptual model for Intellectual Property master's program in the field of Public Communications and Information Sciences: Non-Lawyers Course was prepared.

## 3. Result

### 3.1 Universities offering training in master's programs in Intellectual Property

This section provides an overview of examples of universities offering training in master's programs in IP, indicating the names of programs and opportunities for implementation. The survey was conducted through the websites of educational institutions and platforms [3], [4].

- **University of Oxford** offers postgraduate training in **Intellectual Property Law and Practice**, representing a one-year course dedicated to the fundamentals of IP law and practice. Graduates can be realized in law firms.
- **Maastricht University** offers training in a master's program **Advanced Master Intellectual Property Law and Knowledge Management**. As a result of their studies, students can pursue an international career in the practice of cross-border intellectual property litigation or become IP experts at the European Patent Office.
- **The University of Edinburgh** offers a master's program **Intellectual Property Law**. As a result of their studies, students will be able to realize themselves as lawyers in the field of creative industries, pharmaceuticals, computer science, information and communication technologies and more. Further qualification, research and academic career are also possible.
- **Munich Intellectual Property Law Centre MIPLC** (Munich, Germany) offers training in a program on **Intellectual Property and Competition Law** divided into four modules: introductory, basic, elective courses, master's thesis. The program is interdisciplinary and provides prerequisites for development in the field of law, economics, engineering, natural sciences, and other fields.
- **University of Sussex** (Brighton, United Kingdom) offers education in **LLM in Information Technology and Intellectual Property Law**. As a result of their education, students will acquire theoretical and practical training in IP law and information technology, they can find realization as digital lawyer.
- **The University of Law** (Leeds, United Kingdom) offers the postgraduate program **LLM Data Protection and Intellectual Property**. The course focuses on the protection of personal data and IP.
- **University of Szeged** (Szeged, Hungary) in the programme **LLM in Comparative Intellectual Property Law** provides in-depth professional and theoretical training for students interested in IP law in the field of cultural industry and industrial property law.
- **University of Illinois** (Champaign, USA) offers training in **LLM – Intellectual Property & Technology Law Concentration**. Students are trained in courses such as Copyright Law, Patent Law, Trademark & Unfair Competition, Patent Litigation,

Patent Prosecution, and many more.

- **Nottingham Trent University** (Nottingham, United Kingdom) teaches students in a master's program **LLM Intellectual Property Law**, in which the emphasis is on exploring intellectual property law in both UK and EU contexts, together with the links to competition law, and sport.
- **Texas A&M University School of Law** (Fort Worth, USA) offers the program **Master of Laws in Intellectual Property**. Students go through Foundational, Additional, Experiential/Clinical Courses. Graduates can have a successful career as lawyers.
- **University of New Hampshire Franklin Pierce School of Law** (Concord, USA) also offers training in a master's program in **Intellectual Property**. Students take courses in Copyright Law, Fundamentals of Intellectual Property, Copyright Licensing, Technology Licensing, Patent Law, and others. In the future, graduates may develop into the legal profession.
- **Golden Gate University School of Law** (San Francisco, USA) trains students in **LLM in Intellectual Property Law** by providing up-to-date information in areas such as biotechnology law, the Internet and software law, academic and extracurricular activities are possible.
- **University of National and World Economy** (Sofia, Bulgaria) trains masters in **"Intellectual Property and Business"**, as a result of the training students can develop in all sectors of the economy and organizations whose business is based on intellectual products (government officials, specialists, associates, consultants).
- **Varna Free University "Chernoricez Hrabar"** (Varna, Bulgaria) teaches students in the master's program "Commercialization of intellectual property". The program is conducted in partnership with the Russian University of Economics "G. V. Plekhanov" – Moscow. Students can participate in practices and internships, training in the scientific degree "PhD".

WIPO also supports higher education by pursuing a policy of partnership of academic institutions in Africa, Asia and the Pacific, Europe and Latin America. Trainings include lectures, case studies, group discussions, and in some cases practical training and distance learning.

### ***3.2 Conceptual model for Intellectual Property master's program in the field of Public Communications and Information Sciences: Non-Lawyers Course***

Based on the preliminary study presented in section 3.1, the following conclusions can be drawn: training in master's programs in IP is extremely developed in the USA and the United Kingdom. One way to stimulate discussion about the importance of IP education is research in this area and partnerships with educational institutions, businesses, and organizations [6]. The conceptual model presents a sample curriculum and qualification characteristics, with an emphasis on the leading competencies and skills that students will develop after their studies in the specialized IP master's program.

The training in the master's program aims to offer those who wish to develop their culture in terms of IP legal protection and management. An example of Bulgarian research projects related to IP were carried out by teams at the University of National and World Economy. The first project is the "Intellectual Property Centre", the implementation period is from 2005 to 2011, and the second "Valuation of IP as intangible assets of the company" (implemented in the period 2007-2011). The University of Library Studies and Information Technologies has also implemented several national projects: "Copyright Policy of Library and Cultural Institutions" (implemented in the period 2012-2015), "Analysis of common practices in the use of intellectual property products in university information environment" (realized in the period 2011-2013). Current

research projects aimed at enhancing intellectual property culture are: “A Conceptual Educational Model for Enhancing Information Literacy in a University Information Environment” and “Model for research and increase copyright literacy at the media in the university environment”. Teams of scientists, young scientists, PhD students and students from ULSIT continue for a decade to pursue a policy to increase the legal culture of students in the professional field of “Public Communications and Information Sciences” at ULSIT, developing curricula for mandatory and elective courses in bachelor’s and master’s programs. The upgrading of the knowledge and the active attitude of the students to the educational process towards the various forms of the partnership between institutions and cultural institutions (GLAM sector) has an educational character [5]. Inspired by the research work and the accumulated experience, we have developed and propose in the present paper a concept for training in a master’s program in IP for non-specialists. It is envisaged that the training in the master’s program “Intellectual Property” will take place within two years (four semesters) and will cover mandatory and elective courses. Each of the disciplines consists of classroom activities in the form of lectures and exercises and extracurricular activities.

The teaching staff consists of established specialists in the field of law and IP and specialists in practice.

**Table 1.** Schematic presentation of the curriculum of the master’s degree in Intellectual Property

<b>First semester</b>
Basics of law
IP basics
International law in the field of IP
European Union law in the field of IP
National legislation in the field of IP
<b>Second semester</b>
Industrial property, innovation, and technologies
IP and small and medium-sized enterprises (SMEs)
IP and Green Future
<b>Elective courses for the second semester (only 2 are selected)</b>
Legal culture – effective campaigns to promote IP
Business strategies
Copyright in the cultural sector
Open access to scientific information
Digital entrepreneurship
<b>Third semester</b>
Copyright in science, literature and art
Copyright and access to resources in the digital environment
Collective rights management
<b>Elective courses for the third semester (only 2 are selected)</b>
Legal aspects of ICT
Protection of personal data
Copyright in the audiovisual arts
IP, Graphic communication and digital arts
IP in the media
Social networks and Internet
<b>Fourth semester</b>
Research project – extracurricular activities
Defense of a master’s thesis – extracurricular activities

As a result of their studies, students will acquire a professional qualification: Master of Intellectual Property.

The aim of the master's program is to offer the unique opportunity to students, non-specialists in law, graduates of other specialties in the field of "Public Communications and Information Sciences" to develop their intellectual property and legal culture by undergoing theoretical and practical training.

The learning process with students is interdisciplinary, constructive, and based on cooperation and interactions, with opportunities to participate in scientific seminars and master classes.

Graduates of the specialty can be realized as managers, administrators, specialists, associates in law firms. The acquired knowledge will be useful when starting work in cultural, educational, and administrative institutions, media. Another opportunity is the opportunity to continue the PhD education and the subsequent academic career and growth in the scientific community.

#### **4. Conclusion**

Intellectual property education in master's programs aims at high knowledge, understanding of intellectual property law from a legal point of view, application of current concepts, creativity and innovation in research and practical work. Within a decade, ULSIT has been conducting several national research projects related to intellectual property and its dimensions in the cultural and educational sector. The continuity between the generations creates the conditions for the number of students who want to study the dimensions of intellectual property in a PhD degree to increase over the years.

ULSIT trains non-specialist lawyers, students who can find employment in the country's cultural institutions (libraries, archives, museums, galleries, community centres), specialists in cultural heritage and tourism, journalists, future employees in the state administration and others. Many universities around the world are preparing intellectual property specialists to be realized as lawyers, associates, specialists, administrative staff. We believe that the proposed concept of a master's program in IP for non-specialist lawyers is something innovative that can be developed and upgraded in the future. We are hopeful that Bulgarian students will become more and more interested in intellectual property due to its multifaceted nature and applicability.

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