



INSTITUTE OF AERONAUTICAL ENGINEERING

(Autonomous)

Dundigal, Hyderabad - 500 043

MASTER OF BUSINESS ADMINISTRATION

ATTAINMENT OF COURSE OUTCOME – ACTION TAKEN REPORT

Name of the faculty:	Mr.N.Suresh	Department:	MBA
Regulation:	PG21	Batch:	2021-2023
Course Name:	Intellectual Property Rights	Course Code:	CMBC07
Semester:	I	Target Value:	60% (1.8)

Attainment of COs:

Course Outcome		Direct attainment	Indirect attainment	Overall attainment	Observation
CO1	Spell out the importance, various types of international organization and their duties for registering their Intellectual Property.	3	2.6	2.9	Attainment target reached
CO2	Explain the trademarks acquisition process and concept of protectable matter while acquiring the rights to defend in situations of infringement against trademarks.	3	2.5	2.9	Attainment target reached
CO3	Assess the originality of material with respect to copyrights during the time of registration of copyrights.	3	2.6	2.9	Attainment target reached
CO4	Analyze the fundamentals of patent law to transfer the ownership rights against trademarks.	2.1	2.5	2.2	Attainment target reached
CO5	Apply the various concepts of trade secrets law to implementations in various business activities.	2.1	2.5	2.2	Attainment target reached
CO6	Assess the new international developments on the importance of the IP audits and its duties for the purpose of maintaining proper documentation for future reference.	2.1	2.6	2.2	Attainment target reached

Action taken report:

In this Course, all the Cos are attained and further to maintain the same propensity by

1. Conducting Guest lectures, expert talks and case studies on IPR activities.
2. Delivering more lectures on applications of patents, trademarks and copyrights in real life situations.

Course Coordinator

HOD