

Liverpool John Moores University

Title: Corporate Governance (CG) and Intellectual Property Rights
Status: Definitive
Code: **6703SERCBM** (128253)
Version Start Date: 01-08-2021

Owning School/Faculty: Business and Management
Teaching School/Faculty: South Eastern Regional College

| Team | Leader |
|---------------|--------|
| Hilary Bishop | Y |
| Susan Mawer | |

Academic Level: FHEQ6 **Credit Value:** 20 **Total Delivered Hours:** 46

Total Learning Hours: 200 **Private Study:** 154

Delivery Options

Course typically offered: Semester 1

| Component | Contact Hours |
|-----------|---------------|
| Workshop | 44 |

Grading Basis: 40 %

Assessment Details

| Category | Short Description | Description | Weighting (%) | Exam Duration |
|----------|-------------------|-------------|---------------|---------------|
| Exam | Exam | 2 HR Exam | 100 | 2 |

Aims

To provide students with the knowledge and understanding of how companies face the central challenge of delivering best practice corporate governance in the face of constant media scrutiny and increasing stakeholder demands. Focusing upon the UK Corporate Governance Code and placing this within a global context, the module combines the key components of boardroom structures and performance with a strong focus on current issues related to governance. It will provide an understanding of the evolution of the capitalist system within which organisations operate and how ideas concerning property and ownership have contributed to the

nature and development of the intellectual property system in the UK including principles governing copyright, patents and trademarks and the impact of EU law.

Learning Outcomes

After completing the module the student should be able to:

- 1 Critically discuss the main aspects of the UK Corporate Governance Code.
- 2 Explain and critically evaluate the roles and responsibilities of key stakeholders in ensuring effective corporate governance including executive directors, non-executive directors, auditors and company secretaries.
- 3 Examine and discuss the notorious corporate governance failures, the remedial actions they inspired in order to critically evaluate the fundamental concepts, principles and drivers behind effective corporate governance.
- 4 Critically discuss the main principles and purpose of UK and EU law in relation to copyright, trademarks, and patents and their importance in encouraging new technologies and inventions alongside artistic expression while promoting economic growth.

Learning Outcomes of Assessments

The assessment item list is assessed via the learning outcomes listed:

| | | | | |
|------|---|---|---|---|
| Exam | 1 | 2 | 3 | 4 |
|------|---|---|---|---|

Outline Syllabus

Corporate Governance:

- *Legal Framework – Companies Act 2006 requirement*
- *What is corporate governance? General principles of corporate governance*
- *UK Corporate Governance Code 2016*
- *Legal and regulatory aspects of corporate governance*
- *Leadership – the role of the board and the roles of the board*
- *Effectiveness*
- *Accountability*
- *Remuneration of directors and senior executives*
- *Relationships with shareholders*
- *Relationships with wider stakeholders*
- *Institutional elements of corporate governance*
- *Lessons in corporate failure resulting from poor corporate governance*

Intellectual Property:

- *What is Intellectual Property? Introduction to Intellectual Property Law*
- *What is copyright? Copyright infringement, exceptions and limitations*
- *What is a trademark? Trademark Law, passing off, trade secrets and infringement*
- *What is a patent? Patent Law and exclusions to patentability*

Learning Activities

Workshops

The module will consist of a series of workshops which will be designed to introduce, reinforce and test students' understanding of topics studied. The activities will involve analysing case studies, journal articles and media documentaries. On-line quizzes and tests will be used to further test understanding.

Workshops will also feature a range of guest speakers representing some of the key stakeholders identified in discussions in order to provide students with real world practical examples and access to relevant expertise.

Notes

No Course Notes Were Provided.