

Report of Management Research Colloquium lecture series

Awareness campaign on “**Know your Intellectual Property Rights – A Management Perspective**” conducted on **10.10.2018** by Bharathidasan school of Management, Bharathidasan University, Trichy -24.

Topic-1 : Basics of IP

Topic-2 : Career Opportunities in IP – IP Management, Brand Management

Venue : School of Management

Date : 10.10.2018

The seminar program commenced with welcoming the gathering by Ms. A. Kanimozhi and her colleagues talks about the objectives of the workshop. Totally 90 Student participants of the department are participated in the programme.

In the first part of the lecture, explaining the importance of intellectual property and the Basics of Intellectual Property (IP) *i.e.*, various forms of IPR such as patents, industrial designs, trademarks, geographical indications, copyrights, plant protection and semiconductor layout protection and stressing the need of IPR and how an individual can contribute to IP *i.e.*, economy, R&D and Global Innovation Index (GII). Explaining the current Plagiarism scenario and MHRD steps towards anti-plagiarism. Game time to the audience in the form of pictorial representation and explaining the way of converting IP as an economic asset and the need of learning Intellectual Property by a management people.

In the second part of the seminar, explaining the role of DIPP in IPR and need of IP Management, Commercialisation and the core part *i.e.*, Career Opportunities in IP ranging from IP manager to an entrepreneur. Explaining the importance of GI and recent govt. strategy to promote GI Products. Then importance of Brand management and how IBEF play a role in promoting Brand of India which evoked good reply and interaction from the participants. Then discussing the growth opportunities awaits for them in IP. The program ended up with the proposal of vote of thanks by, Ms. A. Kanimozhi, Bharathidasan University.

