



Talal Abu-Ghazaleh Global University

Master of Science in Intellectual Property



Based on the Completion of MOOC Courses
tag-gu.global



MESSAGE FROM THE PRESIDENT

Dear Prospective Student:

The Talal Abu-Ghazaleh Digital University (TAG-DU) was organized as an education service provider to offer highly accredited online academic, language, and professional programs to all students wherever they may be. TAG-DU is based on the belief that education is a human right and not a privilege to the few who can afford to travel to seek quality education abroad or to those who can afford to stay out of the workplace and attend local universities on a full time basis. Our mission is to make accredited educational programs accessible to everyone, everywhere.

We have taken advantage of the latest developments in digital information technology to bring quality education to your fingertips. We believe that the democratization of knowledge is a key to economic growth, social development, cultural enrichment, and political empowerment for the advantage of all who seek it.

The Talal Abu-Ghazaleh Digital University (TAGDU) is offering students, who complete a set of recommended MOOC (Massive Open Online Courses) courses, the opportunity to earn a Master of Science (M.Sc.) degree in Intellectual Property.

Students in our program will benefit from being able to complete a comprehensive curriculum offered by elite universities and taught by highly qualified faculty and gain exposure to the various Intellectual Property disciplines and at the same time pay minimal fees.

The completion of courses listed in this catalog qualify students to receive a Master of Science degree in Intellectual Property.

We are looking forward to your participation in our program.

Talal Abu-Ghazaleh
President

What is Intellectual Property?

Intellectual Property (IP) refers to creations such as inventions, artistic work, trade names, secret formulas, images, literary work and customer lists created by the mind and that are used in business.

These creations are usually legally protected through the registration of patents, copyrights, and trade names. Intellectual property provides their creators recognition and financial benefits, and provide an environment that encourages inventions and innovation. The field of Intellectual Property is at the forefront of business development and is growing at a rapid pace to match the technological and innovative discoveries.

Purpose of this Program

TAG-DU provides individuals who seek a study in Intellectual Property with a program that allows them to become experts in the field of intellectual property. The beneficiaries from this program include:

- Attorneys and Law graduates who did not have the opportunity to take IP courses during their course of study.
- University graduates who desire to pursue a career in intellectual property.
- Government employees working in IP registration.
- Paralegals and IP administrators who manage IP portfolios.
- Lawyers and paralegals who desire careers in litigation matters related to the defense of intellectual property.
- Marketing and advertising professionals who want to strengthen their knowledge in trademark laws.
- Individuals seeking positions in large companies that have a number of intellectual property rights

Eligibility

The program is available to lawyers and students who hold undergraduate degrees from universities recognized by TAGDU regardless of their undergraduate field of study. As such, no specific background in any discipline is required.

To apply for admission, the following minimum requirements must be met:

1. Academic Requirements. The applicant must hold an undergraduate degree in any field of study from a university recognized by TAGDU.
1. English Language Requirement. Since all courses are delivered in English, applicants whose native language is not English must demonstrate proficiency in the English language through a minimum score of 79 out of 120 on the TOEFL or through a minimum score of 6.50 on the International English Testing System.

Application

Applicants to TAGDU have to complete an online application and provide all the necessary required information (<https://registration.tag-du.com>).

Registration Process

The TAGDU website will show the starting dates of the various courses included in the curriculum. Students will register for the courses following the instructions that will be provided.

Competency Exam

Students enrolled in the TAGDU MOOC program are requested to provide a certificate of completion for each completed course from the course's provider. Upon completion of the required curriculum, students will be required to take a competency exam that will test them on the basic principles of Intellectual Property.

Fees

The total fees for obtaining a Master of Science degree from the Talal Abu-Ghazaleh Digital University are \$1,500 payable as follows:

- \$200 with the application to the program.
- \$1,300 upon the satisfactory completion of the Competency Exam and prior to awarding the M.Sc. degree.

Curriculum

Introduction to Intellectual Property

- Protecting Business Innovation via Patent
- Copyright Law
- Protecting Business Innovation via Trademark

- States and Markets in the Global Economy
- International Property Law and Policy: Part 1
- International Property Law and Policy: Part 2
- International Franchise Law: The World is Yours
- Media Law
- Commercialization of Innovation Activity Results
- High Conflict in Law: An Introduction

The descriptions of each of the courses along with information related to the provider of each course are listed on the following pages.

Course Descriptions

- **Introduction to Intellectual Property**

This course will introduce the various types of U.S. intellectual property: patents, which cover inventions and process innovations; copyright, which protects original works of authorship; and trademarks, which protect a business' commercial identity as the source of valuable goods and services. You will then explore case studies of how global businesses have used intellectual property law to generate enormous value from these intangible assets.

University offering the course: University of Pennsylvania

Platform: Coursera

Length of course: 4 weeks

Start Date: Anytime

Website or link access to the course:

<https://www.coursera.org/learn/introduction-intellectual-property>

- **Protecting Business Innovations via Patent**

The approach taken in this course is practical and commercial rather than theoretical. A combination of lectures and case studies help to illustrate the concepts and make the course more interesting. After completing this course, students should be able to understand how patents are issued and protect innovations, including: What is a patent? What do they protect?

How do we get a patent? Where are patents valid? How much do they cost? In addition to basic concepts the course also deals with advanced topics such as: software patents, business process patents, patenting life, patent trolls and multiple case examples of large and small companies using patents and patent lawsuits.

University offering the course: The Hong Kong University of Science and Technology

Platform: Coursera

Length of course: 5 weeks

Start Date: Anytime

Website or link access to the course:

<https://www.coursera.org/learn/protect-business-innovations-patent>

- **Copyright Law**

The course will introduce students to the workings of copyright law through an examination of the system's basic principles, rules, and institutions. Topics will include; the justifications for copyright law, copyrightable subject matter, authorship, the nature and scope of copyright's exclusive rights, fair use, and remedies for infringement.

University offering the course: University of Pennsylvania

Platform: Coursera

Length of course: 4 weeks

Start Date: Anytime

Website or link access to the course:

<https://www.coursera.org/learn/copyright-law>

- **Protecting Business Innovations via Trademark**

This course provides learners with an understanding of how trademark laws can be used to protect business innovation using a combination of lectures and case examples for discussion. The course focus on protecting innovations with Trademark as one of several tools that can be used by companies to protect their brands and products.

University offering the course: The Hong Kong University of Science and Technology

Platform: Coursera

Length of course: 4 weeks

Start Date: Anytime

Website or link access to the course:

<https://www.coursera.org/learn/protect-business-innovations-trademark>

- **States and Markets in the Global Economy**

In this business and management course you will learn management techniques to operate in an international economy presented with tremendous opportunities as well as risks.

Globalization has dramatically expanded opportunities for international trade, investment and economic development. At the same time, global managers are facing the prospect of trade wars, international financial crises and intensified competition over markets and resources. International organizations such as the International Monetary Fund, World Trade Organization and World Bank Group have a direct impact on international business operations.

This course develops analytical tools for understanding the rapidly changing and dynamic global economy. With these tools, you will be better prepared to anticipate the risks and take advantage of the opportunities you will encounter in the global business environment.

University offering the course: Arizona State University

Platform: edX

Length of course: 6 weeks

Start Date: Future dates to be announced, check course's link

Website or link access to the course:

<https://www.edx.org/course/states-and-markets-in-the-global-economy>

- **Intellectual Property Law and Policy: Part 1**

In this course, Part 1 of a two-part series, learners will be introduced to a broad overview of the intellectual property laws, the theory underpinning this area of law, and an individual look at patent law. The course will answer many questions such as Can you really get a patent on a rectangular cell phone shape? Do artists and musicians need over a century of copyright protection for their works? Can you trademark red shoe soles?

University offering the course: University of Pennsylvania

Platform: edX

Length of course: 6 weeks

Start Date: Anytime

Website or link access to the course:

<https://www.edx.org/course/intellectual-property-law-and-policy-part-1>

- **Intellectual Property Law and Policy: Part 2**

In this course, Part 2 of a two-part series, students will explore the modern realities and debates of copyright and trademark laws, and then consider alternatives to intellectual property and the future of this exciting area of the law.

The focus of this two-part series is on learning some of the seminal legal cases in each area, while also considering the policy implications of the law as it stands.

University offering the course: University of Pennsylvania

Platform: edX

Length of course: 6 weeks

Start Date: Anytime

Website or link access to the course:

<https://www.edx.org/course/intellectual-property-law-and-policy-part-2>

- **International Franchise Law: the World is Yours**

This free online course will introduce you to international franchise law and will enhance your skills in assessing the viability of franchising a business internationally. Since World War 2 business format franchising has grown exponentially and is now entrenched as a trusted business model. But, what many would believe to be a simple business arrangement is anything but that.

University offering the course: UNSW Sydney

Platform: Future Learn

Length of course: 6 weeks

Start Date: Check course's link for future schedule

Website or link access to the course:

<https://www.futurelearn.com/courses/international-franchise-law>

- **Media Law**

Knowledge of media law is crucial for creative and design professionals. This course explores a comprehensive range of topics and models, such as privacy and art, the Digital Millennium Copyright Act, Open Source public license, Creative Commons, Digital Rights Management, as well as working definitions of Fair Use and the practical limits of sampling/mixing in different idioms and economic sectors.

University offering the course: New York University

Platform: edX

Length of course: 14 weeks

Start Date: Aug 23, 2021/ Jan 10, 2022/ May 2, 2022

Website or link access to the course:

<https://www.edx.org/course/media-law>

- **Commercialization of innovation activity results**

This course provides the basic knowledge of the patent law, innovation management, and basic marketing methods in the sphere of intellectual activity results. The course examines some issues related to the assessment of the technologies completeness using the methods LIFT and TAME; assessment of the commercial potential of the intellectual activity results based on the business-planning methods and Due Diligence strategy, as well as the classic strategies and key practices of this commercialization. The course aims at providing learners with the skills in the sphere of legal regulation of the commercialization in the implementation of the innovative projects. The course introduces learners to the basic terminology, examines the main approaches to assessment and implementation of the project economic efficiency indicators. The issues are considered both from the point of potential investor and the future customer. The course examines the key methods of evaluating the cost of the project and the product, which is to be introduced to the market. Upon completion of this course, learners can solve a variety of problems related to the project management in the sphere of commercialization of intellectual activity results.

University offering the course: Saint Petersburg State University

Platform: Coursera

Length of course: 5 weeks

Start Date: Anytime

Website or link access to the course:

<https://www.coursera.org/learn/commercialization-of-innovation-activity-results>

- **High Conflict in Law: An Introduction**

In this course, we will explore high-conflict behaviors and provide you with some strategies and skills for handling them in legal disputes and business settings. Guided by real-world examples, you will gain an understanding of the causes and impacts of high-conflict behavior, and learn effective responses in high-conflict situations. The course will assist you in further developing your skills in conflict resolution and problem-solving.

This course is aimed at anyone who may encounter high-conflict behaviors in a wide range of situations, particularly in a business or legal setting.

University offering the course: University of Newcastle

Platform: edX

Length of course: 3 weeks

Start Date: Future dates to be announced, check course's link

Website or link access to the course:

<https://www.edx.org/course/high-conflict-in-law-an-introduction>

Where do you go for additional information?

For additional information, you may consult our affiliate:

info@tagiuni.com

TAG-DU Program Manager

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