



Co-funded by the  
Tempus Programme  
of the European Union



## Joint Master in Intellectual Property and Innovation Management

### *List of courses' names and numbers*

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The course structure for the IPIM program would follow the guidelines and requirements set by the University for Master Degree with both thesis and non-thesis tracks according to the following study plans:

#### *a. Thesis Track:*

##### **A. General Rules and Conditions:**

1. This plan conforms to the valid regulations of programs of graduate studies at An-Najah National University and AL-Quds University.
2. Areas of specialty for admission to the M.Sc. Program:  
Holders of the bachelor's degree in:

- Law

- Economics
- Engineering
- Medicine and Pharmacy
- Science
- IT

**B. Special Conditions:** consent to the committee of the master program and regulations of the faculty of graduate studies, some prerequisite courses (no more than three courses with 9 credit hours) could be required by students with non-Law bachelor's degree. Each student's application will be evaluated separately and based on his/her bachelor course, s/he might be asked to enroll and pass in some prerequisite courses offered in the undergraduate level.

**C. This Study Plan consists of 36 credit hours as follows:**

1. Core Courses (18 credit hours)

Course No.	Course Title	Credit Hours	Pre-req.
413001	Introduction to International Intellectual Property Law	3	
413002	Patents	3	
413003	Trade Marks and Geographical Indications	3	
413004	Copy Rights and Related Rights	3	
413005	Industrial design	3	
413006	IP and Innovation Management	3	

2. Elective Courses ( Students choose 12 credit hrs from A, or B, )

A. (Intellectual Property):

Course No.	Course Title	Credit Hours	Pre-req.
413020	Legal Protection of Pharmaceutical Industries	3	

413021	Alternative Disputes Resolution Mechanism of Intellectual Property	3	
413022	E-commerce law, Technology and Intellectual Property	3	
413023	Media, audiovisual means and Intellectual property	3	
413024	Intellectual Property and competition law	3	
413025	Cyber security and law	3	
413026	Special Topic in Intellectual Property	3	
413027	Legal Issues for Entrepreneurs	3	
413028	IP & Free Trade Agreements	3	

B. (Innovation Management):

Course No.	Course Title	Credit Hours	Pre-req.
413040	IP Management and Commercialization	3	
413041	Innovation in Services and Business Models	3	
413042	Fundamentals of Marketing and Commercialization	3	
413043	Creativity and Innovation	3	
413044	Topics in Open Innovation	3	
413045	Entrepreneurship Management	3	
413046	Emerging Issues in Innovation Management	3	
413047	Pharmaceutical regulatory affair and IP rights	3	
413048	Social Innovation	3	
413049	Special Topic in innovation management	3	

3. General Courses (6 credit hours to be selected)

Course No.	Course Title	Credit Hours	Pre-req.
411800	Modernized Contracts	3	
411701	International Commercial Law	3	
411803	International Commercial Arbitration Law	3	

412954	Updated Economical Crimes	3	
451530	Strategic Management (MBA)	3	
465222	Research and Development Management (Engineering Management):	3	
465431	Knowledge Management and Globalization (Engineering Management)	3	
465322	Technology Management (Engineering Management)	3	

4. (413099) Thesis (6 Credit hours): A graduate student must submit a thesis and pass an oral defense related to his/her thesis. (See Academic Rules and Regulations for Graduate Students).

*b. Comprehensive Examination Track:*

**A. General Rules and Conditions:**

3. This plan conforms to the valid regulations of programs of graduate studies at An-Najah National University and AL-Quds University.
4. Areas of specialty for admission to the M.Sc. Program:

Holders of the bachelor's degree in:

- Law
- Economics
- Engineering
- Medicine and Pharmacy
- Science
- IT

**B. Special Conditions:** consent to the committee of the master program and regulations of the faculty of graduate studies, some prerequisite courses (no more than three courses with 9 credit hours) could be required by students with non-Law bachelor's degree. Each student's application will be evaluated separately and based on his/her bachelor course,

s/he might be asked to enroll and pass in some prerequisite courses offered in the undergraduate level.

**C. This Study Plan consists of 36 credit hours as follows:**

1. Core Courses (18 credit hours)

Course No.	Course Title	Credit Hours	Pre-req.
413001	Introduction to International Intellectual Property Law	3	
413002	Patents	3	
413003	Trade Marks and Geographical Indications	3	
413004	Copy Rights and Related Rights	3	
413005	Industrial design	3	
413006	IP and Innovation Management	3	

1. Elective Courses ( Students choose 18 credit hrs. from A, or B, )

A. (Intellectual Property):

Course No.	Course Title	Credit Hours	Pre-req.
413020	Legal Protection of Pharmaceutical Industries	3	
413021	Alternative Disputes Resolution Mechanism of Intellectual Property	3	
413022	E-commerce law, Technology and Intellectual Property	3	
413023	Media, audiovisual means and Intellectual property	3	
413024	Intellectual Property and competition law	3	
413025	Cyber security and law	3	
413026	Special Topic in Intellectual Property	3	
413027	Legal Issues for Entrepreneurs	3	
413028	IP & Free Trade Agreements	3	

B. (Innovation Management):

Course No.	Course Title	Credit Hours	Pre-req.
413040	IP Management and Commercialization	3	
413041	Innovation in Services and Business Models	3	
413042	Fundamentals of Marketing and Commercialization	3	
413043	Creativity and Innovation	3	
413044	Topics in Open Innovation	3	
413045	Entrepreneurship Management	3	
413046	Emerging Issues in Innovation Management	3	
413047	Pharmaceutical regulatory affair and IP rights	3	
413048	Social Innovation	3	
413049	Special Topic in innovation management	3	
413095	Research Project	3	

3. General Courses (9 credit hours)

Course No.	Course Title	Credit Hours	Pre-req.
411800	Modernized Contracts	3	
411701	International Commercial Law	3	
411803	International Commercial Arbitration Law	3	
412954	Updated Economical Crimes	3	
451530	Strategic Management (MBA)	3	
465222	Research and Development Management (Engineering Management):	3	
465431	Knowledge Management and Globalization (Engineering Management)	3	
465322	Technology Management (Engineering Management)	3	

4. (413098) Comprehensive Examination: A graduate student must pass a qualifying examination (See Academic Rules and Regulations for Graduate Students)

## *Course Description*

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### **Courses Description**

#### **1- Core Courses:**

<b>413001</b>	<b>Introduction to International Intellectual Property Law</b>	<b>3 credit hours</b>
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This course focuses on the principles of intellectual and industrial property law as a means to provide incentives to creativity and innovation and to regulate the market. It also traces the development of intellectual property law from an instrument of national innovation policy to a global trade issue. International instruments such as the Paris Convention, PCT, TRIPS, and parallel imports will be covered and their basic principles of territoriality, national treatment, priority and most favored nation treatment are addressed. In addition, issues of enforcement, procedural issues, civil procedures, and criminal sanctions will be discussed in the context of international obligations and the creation of the European common market .this course will explore the history, principles and policies supporting the international protection of IP rights, as well as the sources of those rights. It will focus on international treaty arrangements for the protection of copyrights, patents, trademarks, trade secrets, geographical indications and design rights, as well as on questions of enforcement.

**413002**

**Patents**

**3 credit hours**

This course covers the functioning of the patent system, the protection of trade secrets as a means of providing incentives for innovation and the creation of a market for solutions to technical problems. The issue of patentability, scope of protection, infringement, defenses to infringement and limitations will be covered in the context of the European Patent Convention and national legal systems, including the US. Furthermore, case law from the European Patent Office Technical Boards and national legal systems, will be covered. This course also focuses on strategic uses of patents and on patent litigation practice in various EPC member states. In this sense claim interpretation, the issue of equivalents and counterclaims will be addressed. In addition, attention will be devoted to global patent strategies and comparative issues in relation to US patent drafting, claim interpretation and litigation.

**413003**

**Trade Marks and geographical  
indications**

**3 credit hours**

This course covers the principles of economic market regulation under trade mark law and unfair competition law. The registration and protection of marks under European Community and national trade mark systems will be covered, as will their relation to the 'Madrid System'. Furthermore, the issues of validity and trade mark infringement will be discussed. The regulatory framework of the law of unfair competition and the tort of passing off will be placed in the context of harmonization of international norms. In addition issues such as the protection of geographical indications of origin will be covered

This course also integrates various aspects of trademarks, copyright and design protection in an interdisciplinary and comparative perspective, especially where it concerns litigation practice in various EU member states, and at Community level. When contrasting national systems with the OHIM system, the EC enforcement directive will



also be covered and placed in the context of national ‘anomalies’ and procedural issues surrounding practical litigation in trans-border disputes involving trademarks, copyright, design rights.

The Protection of Geographical Indications at the International Level:

- Paris Convention for the Protection of Industrial Property
- Lisbon Agreement for the Protection of Appellations of Origin and their International Registration
- The Agreement on Trade Related Aspects of Intellectual Property Rights (TRIPS)
- New Developments

**413004                      Copyright and Related Rights                      3 credit hours**

This course covers is an Overview of Copyright Law Including Its History, Philosophy, Recent Developments and Its Significance in the Intellectual Property Regime .

The course also covers the copyright and related rights in a comparative context, focusing not only on the EU and its member states, but also on the US copyright practice. The course has a twofold focus: first, it addresses the protection of traditional literary and artistic works and the rights related to copyright, and second, it sets the scene for industry-specific applications of copyright in multimedia, software, and database and design industries. Students will become familiar with international instruments such as the Berne Convention, the WIPO Copyright, and the WIPO Performances and Phonograms Treaty and their impact on the European common market.

**413005                      Industrial Designs                      3 credit hours**

The aim of the course is that students will understand the early stages of the work-methods of the industrial designer in product development projects. The course will also treat project analysis and creation of ideas. Upon completion of the course, students should be able to:

- describe the terminology of industrial designers
- formulate and give an account of the basic principles of the component parts of the design process
- describe the mechanisms of creative processes
- describe various methods to generate ideas
- describe methods to evaluate ideas and concepts
- apply the work-method of the industrial designer in basic projects
- write briefs and project descriptions
- present the outcome of the project both in writing and orally
- document their own work in portfolio technique.

<b>413006</b>	<b>Intellectual Property and Innovation Management</b>	<b>3 credit hours</b>
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This course aims to provide students with an understanding of the importance of innovation in today's business environment. The course aims to also develop understanding and skills in the area of innovation management, including the management of intellectual property. It integrates a number of themes from management classes including product development, IP, product finances, project management and market analysis with a view to explaining how to successfully exploit new ideas. The role of standards and the impact of disruptive technologies are also discussed.

**2- Elective Courses:**

**A. Intellectual Property**

<b>413020</b>	<b>Legal Protection of Pharmaceutical Industries</b>	<b>3 credit hours</b>
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This course will cover various aspects of local Palestinian regulatory affairs as well as international regulation including the FAD (USA), EMEA (European) and WHO regulation of the pharmaceutical industry. This course will highlight on registration of pharmaceutical and cosmetics, it will also elaborate on the registration guidelines and

explain the main component of Common Technical Documents (CTD and eCTD) used in the registration of cosmetic, biotechnology & pharmaceutical industries. This course will cover the various aspects of the research activities undertaken by local and international pharmaceutical industry and its business models. The student will be trained on proper IP writing and will be taught about importance of IP rights and needs of pharmaceutical R&D.

This course will provide the researcher with precise knowledge of the border that separates the right to protection of intellectual property for pharmaceutical product and the right to protect the pharmaceutical industry and its objectives as a system. The knowledge of what is protected and what is not can be put at use to optimize the protection of industrial pharmaceutical productions, as pharmaceutical firms need to be able to precisely determine whether their work can or cannot be protected by the law in case of any dispute that may arise from the competitive environment

**413021                      Alternative Disputes Resolution                      3 credit hours**  
**Mechanism of Intellectual**  
**Property**

This course explains the potential and operation of Alternative Dispute Resolution methods in the context of Intellectual Property disputes. Its focus lies principally on arbitration, although attention is also paid to mediation. Questions about jurisdiction, the relationship between arbitral tribunals and civil legal systems, and the role of administering institutions are analyzed and debated. Consideration is also given to the drafting of arbitration clauses and the dynamics of the arbitral process. Standardized Alternative Dispute Resolution procedures for domain name dispute resolution are also discussed. This course includes an arbitration simulation in which students present a case before an arbitral tribunal, as well as some mediation exercises.

**413022                      Electronic commerce, Technology                      3 credit hours**  
**and Intellectual Property**

This Course aims to demonstrate the manners, in which the current intellectual property (IP) system can be utilized to effectively protect, develop and commercialize technology inventions. It also fosters a view of the IP system that encourages its use as a tool for the increased development of and access to technology. This course also aims to study the ways of protecting the Intellectual Property rights in the digital environment and legal issues raised from this protection in this environment.

After completing this course, the student should have the ability to deal with the terminology and concepts of electronic commerce and concepts of technology transfer.

This course will train the student to identify the elements of intellectual property in electronic commerce transactions and technology transfer and to detect the cases of abuse of intellectual property in those fields. Finally, the student will be able to follow the legal procedures in order to activate the IP elements and optimizing them.

**413023**

**Media, audiovisual means and  
Intellectual property**

**3 credit hours**

This course will give an overview of the legal issues currently facing most forms of mass media. The course will also cover the definitions of audiovisual communication, audio recording, and local and international video broadcasting, in terms of means and methods of broadcasting and recording, situations of violations, means to protect these rights.

This course aims to help the student:

1. To distinguish different kinds of audio-visual communication
2. To deal with the different methods of recording, and of local and international broadcasting.
3. To identify the most common usages allowing the means to be compliant with intellectual property rights.

4. To take advantage of modern means of communication and recording in the support and development of innovation and inventions that are related to this specialty of intellectual property.
5. To identify types of attacks carried out through these means against elements of intellectual property.
6. To determine the rights and obligations arising from the use of these means.

**413024**

**Intellectual Property and  
competition law**

**3 credit hours**

This course considers the crucial interface between competition law and intellectual property and whether they are complementary or in conflict. It looks at the rationale for each and problems which exist in the relationship in a global context. Issues to be discussed will likely include misuse of intellectual property and market power; refusals to license; patent pools, tying arrangements and standard setting organizations; industry specific issues in pharmaceuticals, computer software and hardware; compulsory licensing; collecting societies. Worldwide there is no consensus on how to deal with many of these issues, which have generated intense conflict between the European Union and the United States, and China and many other countries.

This course examines the relationship of intellectual property in the competition process, where elements of intellectual property are exposed in order to achieve fair competition and avoid from unfair competition. This course will explore cases of violations of intellectual property, in situations that become an assault on intellectual property.

The aim of this class is to allow the student to be familiar with the actions that represent a violation of the rules that protect legitimate competition. By exploring the border between the right to protect intellectual property and the guarantees of legitimate competition in the market, the student will learn how to ensure and secure elements of intellectual property without prejudice to competition rules. The student will be able to understand and appeal to the legal positions on this topic when needed.

**413025**

**Cyber Security and Law**

**3 credit hours**

This course will explore the legal, regulatory, and policy framework of cyber security, cyber terrorism, cyber warfare, and cyber-crime. Specifically, this course will examine the laws and policies designed to mitigate cyber threats, address cyber privacy concerns, criminalize cyber offenses, and govern cyber warfare. This course will provide students with a framework for understanding the national and international laws and regulations that govern this emerging field. Through the analysis of case studies, students will study the intersection of cyber law and policy in the domain of homeland security and learn about cyber security's role in the real world.

By the end of this course the students will be able:

1. To identify and distinguish the different types of business based online.
2. To deal with the various elements of the property online.
3. To take the best possible advantage from the elements of intellectual property in the digital environment.
4. To develop innovations and achieve compatibility with the digital environment
5. To establish the correct legal procedures when facing an assault on intellectual property in the digital environment

**413026**

**Special Topic in Intellectual  
Property**

**3 credit hours**

In this course the students will study of a special topic in intellectual property, the topic will be chosen according to the faculty members interests as well as the new related updates and legal cases in the field

**413027**

**Legal Issues for Entrepreneurs**

**3 credit hours**

This course introduces the most prominent legal issues face Entrepreneurs, including those associated with business formation, intellectual property protection, business licensing and permitting compliance, employment law and industry liability and conflict

resolution. It explains how these legal issues relate to the students' ability to launch their business ventures and their ability to generate and implement new innovative ideas.

Students will learn the interaction between the location of their business venture and business decision, as the laws of the states and municipalities vary. They will also learn how to efficiently interact with legal advisor in order to keep their legal costs as affordable as possible. Students will use the information from this course to develop their own individual legal plan for their proposed business ventures.

**413028                      IP & Trade Agreements                      3 credit hours**

This course will survey the evolution of intellectual property chapters in Free Trade Agreements. It will study the provisions and politics of intellectual property in trade forums from the Pre-TRIPS (Trade-Related Aspects of Intellectual Property Rights) period through TRIPS, the post-TRIPS bilateral FTAs. Special attention will be paid to the policies of copyright in the digital environment.

**B.      Innovation Management:**

**413040                      IP Management and                      3 credit hours**  
**Commercialization**

This course focuses on the investigation of the principles of IP management and investigation. It covers many topics including IP and technology transfer, material transfer agreements, joint ownership, licensing and strategic alliances, valuation of IP, start-up companies and venture capital investment, outsourcing by companies, commercialization, arbitration, and alternative dispute settlement.

**413041                      Innovation    in    Services    and    3 credit hours**  
**Business Models**

This course gains its importance from the service nature of Palestinian economic. Thus, any innovation strategy should be built on this fact. Our course will discuss innovation in services which is not the same process as innovation in products, services are intangible, invisible, and non-codified products. They often are consumed as they are delivered. We will also consider how product-based businesses can - or cannot - transition to service-based businesses. It will also focus upon the business model in creating and managing innovation in services businesses. We will be quite precise about defining a business model, and explore a variety of methods for articulating, designing, and managing business models in services.

This course also aims to study the ways of protecting the Intellectual Property rights in services, which have major differences from that for industrial products.

**413042                      Fundamentals of Marketing and                      3 credit hours**  
**Commercialization**

This is an introductory course to contemporary principles and practices of marketing. The course is structured around the process of marketing planning leading to the development of successful marketing strategies, including the commercialization of products and services in domestic and international environments. Focus is on environmental scanning techniques, setting and evaluating measurable objectives, innovating and controlling the interrelated components of product/service offering, planning and executing the marketing mix (channels of distribution, price, and promotion), and enhancing customer relationships through the delivery of customer value.

**413043                      Creativity and Innovation                      3 credit hours**

The first part of this course covers the fundamentals of creativity including topics on different ways of thinking, understanding and communications, methods for inventive thinking and problem solving (e.g., TRIZ). The second part studies innovation and how



creativity can lead to innovation. Examples, case studies, success stories (e.g., “breakthroughs”) and exercises are used throughout to demonstrate concepts in practice. The course aims to equip the students with knowledge and provide an avenue for students to practice concepts learned so as to enhance the students’ creative thinking ability and thereby facilitate the student’s ability to realize innovations.

**413044                      Topics in Open Innovation                      3 credit hours**

This course considers the high financial and technological burden of innovation in modern economies. It defines innovation in a more distributed and open model rather than operations within the four walls of the corporation. Related topics involve the opportunity to engage with customers in more participatory processes, advancing science through more open, collaborative, and rapid means, and creating markets and pathways for people around the world to connect and innovate.

This course shows how firms need to re-orient their management processes to make greater use of external knowledge in their own innovation systems, and to manage the relationship and flow of knowledge and information between in an open and collaborative model of innovation.

This course will also introduce new cases of open innovation models like innovation systems, innovation networks, public-private innovation networks, and innovation clusters.

**413045                      Entrepreneurship Management                      3 credit hours**

This course examines why people behave as they do in organizations and what managers can do to improve organizational performance by influencing people's behavior. Students will learn a number of frameworks for diagnosing and dealing with managerial challenges dynamics at the individual, group and organizational level. Topics

include leadership, motivation, team building, conflict, organizational change, cultures, decision making and ethical leadership.

**413046                      Emerging Issues in Innovation                      3 credit hours**  
**Management**

This course aims at teaching students the contemporary emerging topics and issues in innovation management. Local, regional and global case studies, success and failure stories will be discussed. Review and analysis of related articles, presentations and mini projects will be a main part of this course.

**413047                      Pharmaceutical regulatory affair                      3 credit hours**  
**and IP rights**

This course will cover various aspects of local Palestinian regulatory affairs as well as international regulation including the FAD (USA), EMEA (European) and WHO regulation of the pharmaceutical industry. This course will highlight on registration of pharmaceutical and cosmetics, it will also elaborate on the registration guidelines and explain the main component of Common Technical Documents (CTD and eCTD) used in the registration of cosmetic, biotechnology & pharmaceutical industries. This course will cover the various aspects of the research activities undertaken by local and international pharmaceutical industry and its business models. The student will be trained on proper IP writing and will be taught about importance of IP rights and needs of pharmaceutical R&D. The majority of IPs such as patent, trademarks, design, process .... Etc. will be also discussed in this course.

**413048                      Social Innovation                      3 credit hours**

This course explores the role of social innovation to produce business value and achieve social responsibility, and explains how companies profit from driving social changes and produce unprecedented business results by solving social problems. It also develops understanding about the main differences between social innovation and

traditional corporate philanthropy and social responsibility. Social innovations are primarily designed to produce business value, leverage the machinery of the business to solve social problems, are scalable and sustainable, and often address market failures. This course provides examples about leading corporations like GE, WellPoint, Travelers, and Wal-Mart which transform social responsibility into social innovation and revolutionizing the way we think about the role of business in society.

<b>413049</b>	<b>Special Topic in Innovation Management</b>	<b>3 credit hours</b>
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**3- General Courses:**

<b>411800</b>	<b>Modernized Contracts (Private law)</b>	<b>3 credit hours</b>
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This course is a comprehensive study of up to date commercial contracts in the international arena such as electronic contracts, franchising contracts, leasing contracts .

<b>411701</b>	<b>International Commercial Law (Private law)</b>	<b>3 credit hours</b>
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This course aims at defining the international commercial sources and their objectives. The significant treaties in the field of international commercial will also be discussed .

<b>411803</b>	<b>International Commercial Arbitration Law (Private law)</b>	<b>3 credit hours</b>
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This course aims to define the International Commercial Arbitration Act and distinguish between it and local arbitration. The rules of arbitration in private international relations will be studied. Study the arbitration deal, its nature in

international organization, study the arbitration commissions and the international legal organization for arbitration .

**412954                      Updated Economical Crimes                      3 credit hours**  
**(Public law)**

This course defines the renewed economic crimes as a result of the developments in the economic system. The importance of establishing legal rules that control and protect the economic system will be discussed. Students will identify what can be considered economic crimes and what the legal responsibilities of committing them are and the punishment. A complete study of the economic crimes in Palestine.

**451530                      Strategic Management (MBA)                      3 credit hours**

This course aims at teaching students the contemporary emerging topics and issues in innovation management. Local, regional and global case studies, success and failure stories will be discussed. Review and analysis of related articles, presentations and mini projects will be a main part of this course.

**465222                      Research and Development                      3 credit hours**  
**Management (Engineering**  
**Management):**

The aim of this course is to introduce the disciplines needed to systematically organize and manage R&D in a globalized industrial organization. In addition to learning current best practices, students will be exposed to the emerging need to incorporate knowledge management and new organization designs to cope with rapidly changing and discontinuous innovations in order to achieve continuous growth. The first part of the course will introduce the 3rd generation R&D practice which is used currently by all large successful industrial organizations. The strategic role of R&D in innovation, organization issues in R&D, the evaluation of returns and risks and the increasing opportunity in open innovation will be presented. The second part of the course will introduce the emerging 4th generation R&D practice which will augment the current

practice in addressing new issues / opportunities owing to discontinuous innovation. Topics covered will include the concept of tacit knowledge, knowledge management in R&D, competitive architecture, radical and disruptive innovations, and organizational capability development.

**465431                      Knowledge Management and                      3 credit hours**  
**Globalization (Engineering**  
**Management):**

Knowledge Management (KM) is a relatively new subject area which is in this course conceptualized as a strategy for improving organizational performance through a set of processes, tools and incentives designed to help people create, share, and integrate knowledge. The main idea is that knowledge can be purposefully managed in order to improve knowledge transfer, its re-use, adaptation to rapidly changing environments, and the creation of innovative new products and services. The course covers basic concepts of the nature of knowledge and its creation; organizational culture and learning organizations and explicit and tacit knowledge as well as knowledge artifacts; technology and its role in knowledge creation, sharing, and management; and the information professional and ethical considerations.

**465322                      Technology Management                      3 credit hours**  
**(Engineering Management)**

This course helps students develop a strong conceptual foundation for managing technological innovation. It introduces concepts and frameworks for analyzing how firms can create, commercialize and capture value from technology-based products and services. Students will learn more about commercializing technology, how to manage innovation within a corporation, or how to protect an invention that has the potential to commercialize. The focus is on management rather than the specific details of any particular technology. The course is catered for executives who may or may not be involved in strategic decision making for high-technology companies. The concepts and

analytical frameworks are useful and relevant when they need to deal with rapid changes in the technological environment, intellectual properties of the firm, organizational knowledge, and knowledge professionals.

### **Courses vs. Outcomes**

Table 2 illustrates the relationship between courses and outcomes. Table 2 shows that all proposed courses contribute to the programs' outcomes and hence to program objectives.

**Table 2: A Matrix Relating Program Learning Outcomes to Program Objectives**

Outcomes	1	2	3	4	5	6	7
Courses	413002	413004	413005	413006	413006	413046	413026
	413004	413022	413023	413040	413041	413006	413048
	413003	413023	413024	413044	413043		
	413005		413025		413044		
	413021						
	413022						
	413026						
	411803						

### ***Program tracks***

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The course structure for the **IPIM** program would follow the guidelines and requirements set by the Tow Universities for Masters' Degree with both thesis and non-thesis tracks.

The master degree in Intellectual Property and Innovation Management requires the completion of 36 credit hours, which include 15 credit hours of required Core courses, 15 credit hours of elective courses and 6 credit hours for the general courses and 6 credit

hours for the master thesis for thesis track students. For comprehensive examinations track, the program requires the completion of 36 credit hours which include 18 credit hours of required obligatory course and 18 credit hours from the elective courses and 9 credit hours for the general courses. The master program in Intellectual Property and Innovation Management also requires meeting all the requirements of the Deanship of Graduate Studies at An-Najah National University and Al-Quds University.

*Faculty members:*

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	Name	Academic rank	Specialty	Full time or part time	Time dedicated to the program	University
1.	Dr.Ali. Musleh Al-Sartawi	Assistant Professor	Law	FT	20%	ANNU
2.	Dr.Amjad A. Hassan	Assistant Professor	Law	FT	30%	ANNU
3.	Dr.Ashraf Mohammed Saleh Hussein	Assistant Professor	Law	FT	20%	ANNU
4.	Dr.AkramDaoud	Assistant Professor	Law	FT	20%	ANNU
5.	Dr.Naeem J. Salameh	Assistant Professor	Law	FT	30%	ANNU
6.	Prof. Ishaq Barqa	Professor	Law	FT	30%	ANNU
7.	Prof,Sameer Abu Aisheh	Professor	Civil Engineering	FT	20%	ANNU
8.	Prof. Abdel Naser Zaid	Professor	Pharmacy	FT	20%	ANNU
9.	Dr.AhmadShraideh	Assistant Professor	Management Information Systems	FT	30%	ANNU
10	Dr.Majeed Mansour	Associate Professor	Marketing	FT	30%	ANNU
11	Dr.RamizAssaf	Assistant	Industrial Engineering and	FT	20%	ANNU



	Name	Academic rank	Specialty	Full time or part time	Time dedicated to the program	University
		Professor	Manufacturing Systems			
12	Dr.Abdlaraheem Abu Safa	Assistant Professor	Chemical Engineering	FT	20%	ANNU
13	Dr.Yahya Saleh	Assistant Professor	Industrial Engineering and Operations Research	FT	30%	ANNU
14	Dr.KhaledSahili	Associate Professor	Civil Engineering	FT	20%	ANNU
15	Dr.AyhamJaroon	Assistant Professor	Industrial Engineering	FT	20%	ANNU
16	Dr.AlmostasemAlmosaed	Assistant Professor	Business Administration	FT	20%	ANNU
17	Dr.RabehMorrar	Assistant Professor	Economics	FT	30%	ANNU
18	Dr.AbduallahHasouneh	Assistant Professor	Business Administration	FT	20%	ANNU
19	Dr Mohyeddin Darwish Assali	Assistant Professor	Pharmacy	FT	20%	ANNU
20	Dr. Ghassan Khaled	Assistant	Law	FT	30%	ANNU

	Name	Academic rank	Specialty	Full time or part time	Time dedicated to the program	University
		Professor				
21	Mohammed Iriqat	Assistant Professor	Law	FT	30%	QU
22	Yasser Zbedat	Assistant Professor	Law	FT	30%	QU
23	Abd Alrouf Alsinaw	Assistant Professor	Law	FT	30%	QU
24	Mohammed Khalaf	Assistant Professor	Law	FT	30%	QU

### *Executive plan of program distribution of courses and academic loads:*

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Both universities, An-Najah and Al-Quds, are committed to provide all the needed facilities and infrastructure to sustain the success of the program and to further improve the partnership to provide a success story of cooperation between two Palestinian universities. This cooperation will also give more experience in establishing other joint programs in different fields, and will provide an opportunity to exchange experience between universities such as learning and teaching experience. The offices spaces for the the program are available at both Universities. Office equipment such as computer labs for the students are available at both universities. Faculty from different departments, namely, Law, Economic, Science, Engineering, IT, Medicine and Pharmacy Departments, will be selected to teach courses, conduct joint research, supervise master theses of the program. The program coordinator reports to scientific faculties- assistant of the dean of the faculty of graduate studies on all program issues.

The **IPIM** program consists of 36 credit hours curriculum that provides a complete framework for the program. Structured around a small-class format, this program facilitates the transfer of knowledge and skills needed to achieve the necessary attributes for success in an ever-evolving business environment. To accommodate the busy schedule of its participants, the **IPIM** program can be structured as a two-year (four semesters) program. During each semester, the participants can meet every week for a 3-hour in class rooms of the graduate studies For this format to be successful the ideal size of the class should be around 15 and the course structure needs to be fixed so that all students take same courses and graduate at the same time.

<b>ANNU - Core Courses Candidates</b>	
<b>Course Name</b>	<b>Credit-Hours</b>
Introduction to International Intellectual Property Law	3
Patents	3
Trade Marks & geographical indications (GI)	3
Industrial Designs	3

<b>ANNU - Core Courses Candidates</b>	
Course Name	Credit-Hours
Copyright and Related Rights	3
IP and Innovation Management	3

<b>QU - Core Courses Candidates</b>	
Course Name	Credit-Hours
Introduction to International Intellectual Property Law	3
Patents	3
Trade Marks & geographical indications (GI)	3
Industrial Designs	3
Copyright and Related Rights	3
IP and Innovation Management	3

*The executive plan for the program will be distributed as follows:*

<b>First Year - First Semester</b>			
Course No.	Course Name	Credit-Hours	Core/Elective
1	Introduction to International Intellectual Property Law	3	Core
2	IP and Innovation Management	3	Elective
3	E-commerce law, Technology and Intellectual Property	3	Elective
4	IP Management and Commercialization	3	Elective

<b>First Year - Second Semester</b>			
Course No.	Course Name	Credit-Hours	Core/Elective
1	Patents	3	Core
2	Trade Marks and Geographical Indications	3	Core
3	Intellectual Property and competition law	3	Elective
4	Cyber security and law	3	Elective

<b>Second Year - First Semester</b>			
Course No.	Course Name	Credit-Hours	Core/Elective
1	Copy Rights and Related Rights	3	Core
2	Industrial design, models and Rare Plants Varieties	3	Core
3	Creativity and Innovation	3	Elective
4	Thesis 1	3	-

<b>Second Year - Second Semester</b>			
Course No.	Course Name	Credit-Hours	Core/Elective
1	Special Topic in Intellectual Property	3	Elective
2	Legal Issues for Entrepreneurs	3	Elective
3	Research and Development Management (Engineering Management)	3	Elective
4	International Commercial Arbitration Law	3	Elective
5	Media, audiovisual means and Intellectual property	3	Elective