Intellectual Property in Curriculum of Library and Information Management Bachelor’s Program

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Structure of the presentation

1. Introduction;
2. Short Overview of SULSIT;
3. The Hypotheses of the Presentation;
4. Why IP is Important for our Future Specialists?
5. Educational IP Model for LIS Students at ULSIT.
6. Conclusion
7. Contacts with the author
1. Introduction

The purpose of this presentation is to present our multi-disciplinary teaching approach in preparation of Bachelor’s students in Library and Information Management (LIM).
2. Short Overview of ULSIT

• ULSIT has 65-year history as university.

• ULSIT has contributed to the successful dissemination of knowledge in the field of Intellectual Property, as there are already 20 years of experience in Intellectual Property courses for non-lawyers.
2. Short Overview of SULSIT

Today SULSIT has two faculties:
1. Faculty of library studies and cultural heritage and
2. Faculty of information sciences.

SULSIT provides education in:
- Bachelor
- Master
- PhD
3. The Hypotheses of the presentation

SULSIT’s graduates can work in:

- Libraries;
- Publishing-houses;
- Public administration;
- Information centers;
- Archives and museums;
- Galleries and etc.
4. Why IP is important for our future specialists?
5. Educational IP model for LIS students at SULSIT.

**Obligatory courses**

- Intellectual Property
- Digitization and Copyright

**Elective courses**

- Intellectual Property in Internet
- Law, Media and Advertisement
5.1. Obligatory Courses

- The **Obligatory courses provide**: specialized knowledge of library management, marketing and public communications, information systems, system analysis, information management, information broking, **intellectual property, copyright and digitization**, project management and etc.
5.2 Intellectual Property

- Experts like librarians and information specialists, interpreting IP issues;
- The intellectual property curriculum – very important;
- Intellectual property - an element of information literacy in university information environment;
5.2 Intellectual Property

• The discipline "Intellectual Property" aims the students to obtain the necessary theoretical and practical training for the objects of intellectual property rights and ensure their protection. In the first module are presented Legal and Institutional framework at National, European and International level, which will have a particular significance for their implementation in different areas of modern information society.
5.2 Intellectual Property

• The second module presents the rich variety of intellectual products in the fields of literature, art and science, as objects of copyright which are presented from the perspective of holders of this rights and its duration, of the moral and material rights of the author, the uses of works and the protection of these rights.
5.2 Intellectual Property

- The industrial property is represented by inventions, utility models, industrial designs, geographical indications and different types of brands, trademarks, service marks and others. Official publications, institutions, funds and databases, including those on the Internet, through which one can find information about them are also presented in the third module.
5.3 Digitization and Copyright

The course topical issues arising over the digitization of cultural heritage, the status of digital resources and observance for copyright, the development of large-scale digitization projects in the U.S. and Europe, the activities of libraries in implementing the digital conversion of cultural material and on the need of implementation of National Strategy for digitization of cultural and literary heritage – these problems compile the trouble range of the first module.
5.3 Digitization and Copyright

Copyright, libraries and users are subject that aimed to help in the construction of library policies, in accordance with the requirements of the copyright and related rights law in the offering of library services and resources. In the second module is summarized the current legislative standards and new proposals on exceptions and limitations to copyright for libraries, schools, museums and archives.
5.3 Digitization and Copyright

The emergence of new communication and information technologies, new media and new media predetermines the ambition of copyright legislation worldwide to respond to these developments, to keep pace with changes and to provide the necessary legal framework.

• How can the law become workable for librarians and archivists?
• Why a Modern Society Needs a WIPO instrument for Libraries and Archives?

• Library exceptions in Copyright Law
• What is a library copyright policy?
• Single global copyright framework for libraries and archives
• EIFL's seven point plan to the European Commission
5.3 Digitization and Copyright

- the role of libraries as creators of digital content; gateways for access to digitized information; factor in overcome the digital divide and isolation.
- the positions of library organizations *IFLA, EBLIDA, LIBER, ALA, eIFL* etc. and their interaction with *WIPO* and the *European Commission*;
- Students are also required to prepare a report examining an issue concerning institutional cultural and information policy.
5.4 Elective courses

There is also an opportunity for students to choose courses according to their interests or so called Elective courses, for example - Innovations in library, Information literacy, Book trading, Web design, Intellectual Property in Internet, Law, media and Advertising and etc.
5.5 Intellectual Property in Internet - Overview

• The elective course is building on nature therefore require prior knowledge and skills from previous training course "Intellectual Property'';

• The main task of the course is to give students the necessary specialized theoretical and practical training for the management of intellectual property in the digital space.
5.5 Intellectual Property in Internet - Overview

The main task of the First module - "Identification of objects of intellectual property on the Internet“ is:

• to present internet access to objects of intellectual property;

• to clarify copyright powers in the use of works on the Internet;

• to present the movement for Open Access "Open Access", to objects of intellectual property on the Internet.
5.5 Intellectual Property in Internet - Overview

The main task of the Second module - “Institutional and regulatory framework of IP on the Internet“ is:

• Introducing students to International, European and Bulgarian legislation including Internet treaties of WIPO, EU directives and the Convention of the Council of Europe, Bulgarian laws, etc., As well as institutional provide three levels in the field of intellectual property - international, European and national.
5.5 Intellectual Property in Internet - Overview

The main task of the Third module - “Models for the protection of intellectual property on the Internet” is:

• To provide information about the ways to acquire the right to use works on the Internet:
  - by individual contract and by negotiating collective basis (through organizations for collective management of copyright).
• Presentation of DRM and Contracts Creative Commons;
5.6 Law, Media and Advertisement - Overview

• The discipline "Law, Media and Advertising" provides students with knowledge of the legal framework of the print and electronic media at international, European and national level. Students acquire specific knowledge regarding the protection of human rights of the copyright in the creative works of the related right of the producers and broadcasting organizations, as well as their management and operations.
5.6 Law, Media and Advertisement - Overview

- Emphasis is placed on **ethics and responsibilities** for working in the media. Covered are also sources of advertising in the print and electronic media, such as legal subjects. They acquire knowledge about the peculiarities of the sources of advertising belonging to the groups of objects of intellectual property for material and moral rights and the duration of ownership.
5.6 Law, Media and Advertisement - Overview

• Emphasis is put on forms of intellectual property protection in **the presence of disturbances**.

• Students acquire skills to use the legal documents for the search from the huge flow of information and to comply with their update.
5.7 Other activities of Library Management Department
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Research project "Copyright Policies of libraries and other cultural institutions" funded by NSF of the Bulgarian Ministry of Education and Science (№ DFNI-K01/0002-21.11.2012) and leaded by Prof. Dr. Tania Todorova.

Project Website: https://copyrightlib.unibit.bg/index_en.php
The findings of this study indicate a need for further research and can be used to strengthen the relationship between education/training and practice by addressing the gaps in copyright competencies of LIS professionals.

Researchers from other countries continue to be interested in the survey. In the period of June - September 2014, the same survey will be conducted in Finland, Hungary, Italy, Lithuania, Mexico, Norway, Portugal, Romania and the USA. These will give authors a chance to make comparisons more widely.
Some of other main achievements of the project are: publishing of monograph about open access to scientific information:

There was designed a suitable methodology for the creation of thematic bibliographic review by T. Todorova and R. Vasileva, which covers the following main subject areas: Copyright limitations and exceptions for libraries and archives; Library Copyright Policy; Information Literacy and Copyright Literacy; Plagiarism, Copyright conventions and directives; Public domain, Orphan works, Out-of-print works; Open Access, Open Educational Resources and Repositories, Licenses, Fair use.
The edition was published in 2013 and contains a total of 4,875 bibliographic records. The range of the found sources includes monographs, collections of articles, e-publications from the period 2003-2013, searched in catalogs of scientific and university libraries, free repositories, data bases and e-platforms with paid access from Bulgaria, Russia, some countries of Europe, and North America. The publication is accompanied by denominative index of authors, compilers and editors of scientific publications listed in the bibliographic guide.
The second ULSIT's project

“Analysis of the common practices in the use of products of Intellectual Property in university information environment” (2012-2014),

Contract DMU 03/3/19.06.2012, is leaded by T. Trencheva and is funded by the National Science Fund of the Ministry of Education and Science in the competition “Young Scientists”.

Project Website: http://www.ippbg.com/index_eng.php
5. Conclusion

The aim of ULSIT is the students to study intellectual property in all three forms of education: full, part time and distance, as well as three degrees: bachelor, master and doctorate.

The reason for this is that the educational profile of ULSIT is directly linked to the dissemination of information and knowledge.
5. Conclusion

• Therefore, the inclusion of the material of intellectual property in the curricula of students in all specialties is natural and necessary, so that efforts are directed towards its realization.

• Confidently can be said that this is the opinion of the students who definitely are interested and willing acquire knowledge on intellectual property - an area which is perceived as a modern, necessary and useful.
Thank you for your attention!

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