

Subject card

Subject name and code	Intellectual Property Law in the World of E-business and Digital Platforms, PG_00208843						
Field of study	Finance and Accounting, Informatics and Econometrics, Management, Management of Healthcare Institutions, Sport Management						
Date of commencement of studies	October 2026		Academic year of realisation of subject		2026/2027		
Education level	Bachelor's studies		Subject group		Optional subject group		
Mode of study	full-time studies		Mode of delivery		at the university		
Year of study	1		Language of instruction		Polish Polish language		
Semester of study	2		ECTS credits		2.0		
Learning profile	academic		Assessment form		credit		
Conducting unit	Centrum Interdyscyplinarnych Badań nad Prawem -> Faculty of Law and Administration -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		dr hab. Hanna Wolska				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	15.0	0.0	0.0	0.0	0.0	15
	E-learning hours included: 0.0						
Learning activity and number of study hours	Learning activity	Participation in didactic classes included in study plan		Participation in consultation hours		Self-study	SUM
	Number of study hours	15		1.0		34.0	50
Subject objectives	The aim of the course is to familiarize students with the role of intellectual property as a key component of business models for digital products and online platforms. The student will gain knowledge of the principles of protecting the rights of creators and entrepreneurs in the environment of applications, platforms, and marketplaces, as well as legal mechanisms governing user-generated content (UGC), including licensing and fair use. Furthermore, the student will become acquainted with monetization models of digital content, such as licensing, subscriptions, and advertising, and will understand the risks and most common disputes related to intellectual property rights in e-commerce and online platforms through the analysis of practical case studies.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[FiRL3_W01] Has advanced knowledge and understanding of the nature and evolution of management, quality, economics, and finance theories and their place in the social sciences system, particularly from the perspectives of finance and accounting	The student demonstrates advanced knowledge and understanding of the nature and evolution of theories in management and quality sciences, as well as economics and finance, and their place within the system of social sciences, with particular emphasis on the perspective of finance and accounting in the processes of analysis, interpretation, and economic decision-making within organizations.	[SW4] test/exam - oral or written
	[IiEL3_W01] Knows and understands to an advanced degree the nature and evolution of theories in management, quality sciences, economics, and finance, along with their place in the social sciences system—especially in applying informatics or statistics tools.	The student demonstrates advanced knowledge and understanding of the nature and evolution of theories in management and quality sciences, as well as economics and finance, and their place within the system of social sciences, with particular emphasis on the application of IT or statistical methods and tools in the analysis, modeling, and support of decision-making processes in organizations.	[SW4] test/exam - oral or written
	[ZSSML3_W01] Has advanced knowledge and understanding of the nature and evolution of theories in the fields of management and quality sciences, economics, and finance, along with their place in the social sciences system—in particular, their significance for business decision-making in relation to entities in the sports market.	The student demonstrates advanced knowledge and understanding of the nature and evolution of theories in management and quality sciences, as well as economics and finance, and their place within the system of social sciences, with particular emphasis on their significance in the process of business decision-making concerning entities operating in the sports market.	[SW4] test/exam - oral or written
	[ZARZL3_W01] Has advanced knowledge and understanding of the nature and evolution of management, quality sciences, economics, and finance theories, along with their place in the social sciences system—particularly their relevance to business decision-making	The student demonstrates advanced knowledge and understanding of the nature and evolution of theories in management and quality sciences, as well as economics and finance, and their place within the system of social sciences, with particular emphasis on their significance in the process of business decision-making.	[SW4] test/exam - oral or written
Subject contents	- Intellectual property as the foundation of business models for digital products - Applications, platforms, and marketplaces – how to effectively protect the rights of creators and entrepreneurs - User-generated content (UGC) – liability, licensing, and the boundaries of fair use - Monetization of digital content: licensing, subscriptions, advertising, and hybrid models - IP disputes in e-commerce and online platforms – common risks and practical case studies		
Prerequisites and co-requisites			
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	test	51.0%	100.0%
Recommended reading	Basic literature	- Dobaczewska, Anna; Powalowski, Andrzej; Wolska, Hanna. <i>New Entrepreneur Law</i>. C.H. Beck Publishing, Warsaw 2018, ISBN 978-83-812-8052-5, 188 pp. - Barczewski, Maciej. <i>Universal System of Copyright Protection</i>. University of Gdańsk Publishing House, Gdańsk 2020, 157 pp. - Barczewski, Maciej. <i>Intellectual Property Rights in the WTO and Access to Medicines</i>. University of Gdańsk Publishing House, Gdańsk 2016, 222 pp. - Wolska, Hanna. <i>Model of Relations Between National Public Administration Authorities and Entrepreneurs</i>. C.H. Beck Publishing, Warsaw 2022.	
	Supplementary literature	Barczewski, Maciej; Sykuna, Sebastian. <i>The Conceptual Scope of the Term "Creative Activity" Used in Article 1(1) of the Act on Copyright and Related Rights</i>. Gdańskie Studia Prawnicze, 2024, No. 4 (65), pp. 179–186.	
	eResources addresses		

Example issues/ example questions/ tasks being completed	• The role of intellectual property in building competitive advantage in the digital economy • Business models based on licensing of content and technology • Ownership of source code, data, and algorithms in digital products • Intellectual property as an intangible asset in the valuation of technology startups • Legal structure of digital platforms (SaaS, marketplaces, platform economy) • Platform liability for user content and actions • Contracts and terms of service as tools for IP protection • Copyright in user-generated content (UGC) – who owns the rights? • Licensing as a tool for IP monetization • Advertising personalization and the use of user data
Work placement	Not applicable

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