LSPR Communication & Business Institute

Subject Syllabus

Subject Code	**:** BDM05
Subject Title	**:** Copyright & Intellectual Property Law
Subject Specification	**:** For students in Broadcasting & Digital Media Communication Major
Subject Overview	**:** Copyright and Intellectual Property Law is one of the important subjects for students. This subject will introduce the students to the Intellectual Property Law, in particular Copyright Law. The studies are focused on regulation, theory and practice on Copyright Law. By learning this subject, the students will learn theoretically and practically about Copyright Law.
Course Objectives	**:**

1. By the end of the subject, the students are expected to understand about regulation, theory and practice on Copyright Law. Besides that, the students also expected to be able to implement it in practice.

Course Method	**:** Discovery Learning, Small Group Discussion
Learning Outcome (Competence)	**:**

Knowledge : 30%
Skill : 40%
Attitude : 30%

Course content **:**

Week	Topic
1	Introduction to Social Media Management
2	Auditing Your Social Media Program
3	Social Media Strategy & Tactics
4	Social Media Management & Organization Tools
5	Content Management
6	Content Creation
7	Social Media ROI: Analytics and Reporting
8	**Mid Term Examination**
9	Online Advertising and Viral Campaign and Social Media Measuremen

10	Maximizing Your Visibility: Social Media & SEO
11	Sentiment Analysis and Opinion Mining
12	Social Network Data and Predictive Mining
13	Community Management
14	Social Media Crisis Management
15	Proposal Social Media Management Plan
16	**Final Examination**

Grading System :
In the Letter Grade System, the quantitative grades mean:

Grade	Symbol	Conversion Value
90 – 100	A	4.0
85 – 89.99	A-	3.7
80 – 84.99	B+	3.3
75 – 79.99	B	3.0
70 – 74.99	B-	2.7
65 – 69.99	C+	2.3
60 – 64.99	C	2.0
50 – 59.99	C-	1.7
40 – 49.99	D	1.0
< 40	E	0

Course Evaluation :
As a general rule, students are evaluated based on the following criteria:

Final Examinations	35%
Mid-term Examinations	25%
Coursework & Assignments	30%
Attendance	10%
TOTAL	100%

Scheme of Work :

Session	Title/Topic	Area Discussion	Activities
1	Introduction to Intellectual Property (IP).	• Introduction to Intellectual Property (IP). • Communal IP. • Personal IP..	Discovery Learning, Small Group Discussion
2	Copyright.	• Copyright. • Copyright Act. • Types of Protected Works.	Discovery Learning, Small Group Discussion
3	Creator and It's Rights.	• Creator and Copyright Holder. • Moral Rights and Economic Rights. • Synchronization Rights, Mechanical Rights and Performing Rights.	Discovery Learning, Small Group Discussion
4	Copyright Limit and Period.	• Parties Considered as the Creator. • Limits on the Application of	Discovery Learning, Small Group Discussion

		Copyright. • Copyright Protection Period.	
5	Unprotected Works, Photography and Portrait.	• Unprotected Works. • Photography and Portrait.	Discovery Learning, Small Group Discussion
6	Broadcasting, Cinematography, and Transfer of Economic Rights.	• Broadcasting and Cinematography. • Transfer of Economic Rights.	Discovery Learning, Small Group Discussion
7	Review for Mid Exam.	• The review of all materials from session 1 until 6.	Discovery Learning, Small Group Discussion
8	**Mid Term Test**		
9	Related Rights.	• Related Rights. • Performers' Rights. • Producer's Rights. • Rights of Broadcasting Institutions.	Discovery Learning, Small Group Discussion
10	Guest Lecturer.	• Presenting guest lecturers from practitioners (musicians, artists, etc.), who are closely related to copyright so that students can get experiences shared by the guest lecturer.	Discovery Learning, Small Group Discussion
11	Copyright Restrictions, National Cultural Expression, and Unknown Creator.	• Copyright Restrictions. • National Cultural Expression. • Unknown Creator.	Discovery Learning, Small Group Discussion
12	Collective Management Body (LMK) and Royalty Calculation.	• Collective Management Body (LMK). • Royalty Calculation (Theory). • Royalty Calculation (Practice).	Discovery Learning, Small Group Discussion
13	Copyright Dispute Resolution and Copyright Criminal Provisions.	• Copyright Dispute Resolution. • Copyright Criminal Provisions.	Discovery Learning, Small Group Discussion
14	Copyright Registration.	• Copyright Registration (Theory). • Copyright Registration (Practice).	Discovery Learning, Small Group Discussion
15	Review for Final Exam.	• Preparation for Final Exam.	Discovery Learning, Small Group Discussion
16	**Final Examination**		

Midterm Exam Guideline : Written Test
Final Exam Guideline : Group Project

References :

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3. Hukum Hak Cipta, Prof. Em. Dr. Eddy Damian, S.H., Penerbit: Alumni, 2014.
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   Utoma, Penerbit: Alumni, 2006.
5. Hak Cipta Di Indonesia: Tinjauan Khusus Hak Cipta Lagu, Neighbouring Rights, dan Penerbit: Collecting Society, Otto Hasibuan, Penerbit: Alumni, 2008.
6. Hak Cipta Tanpa Hak Moral, Henry Soelistyo, Penerbit: Rajawali Pers, 2011.
7. Hukum Hak Cipta Indonesia: Teori dan Analisis Harmonisasi Ketentuan World Trade Organization (WTO)-TRIPs Agreement, Suyud Margono, Penerbit: Ghalia Indonesia, 2010.
8. Hukum Hak Cipta Indonesia: Analisis Teori dan Praktik, Elyta Ras Ginting, Penerbit: Citra Aditya,
   2012.
9. Hak Kekayaan Intelektual (Reading Material), Fakultas Hukum Universitas Indonesia Pasca Sarjana, 2006.

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