

(Part One)

***GRADUATE INSTITUTE OF INTELLECTUAL PROPERTY
PROGRAM***

***COLLEGE OF COMMERCE
NATIONAL CHENGCHI UNIVERSITY***

Laws for Entertainment and Cultural Innovative Industries

Spring 2011

A. Instructor: Assistant Professor, Wang, Wei-Lin
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Class Hours: Wednesday:
Office Hours: by appointment

B. Books and Reading Materials

1. Entertainment law and business : a guide to the law and business practices of the entertainment industry, 2009 / Jay Shanker, David E. Guinn, Harold Orenstein.
2. Media and entertainment law, 2009 / Sandi Towers-Romero
3. Entertainment and Media Law Reports 2008 / Giles Fernando
4. Law and business of the entertainment industries, 2007 [electronic resource] / Donald E. Biederman ... [et al.]
5. Entertainment law : cases and materials on film, television, and music, 2004 / by Sherri L. Burr, William D. Henslee

C. Course Objectives

This course would cover the following subjects:

1. Introduction of Film, Television, and Music Process:
 2. Idea & Copyright Protection in Entertainment and Cultural Innovative Industries, including Ownership, Transfer, Infringement, Remedies, and Fair Use.
 3. Introducing Contracts in the Entertainment and Cultural Innovative Industries
 4. Credits and Compensation
 5. Right of Publicity of Celebrities in the USA and Taiwan
 6. Films, Television, & Music Censorship
 7. Introduction of Globalization of the Film, Television, and Music Industries
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Graduate students who have studied law, management, and science are preferred. This course emphasizes not only theories but also cases studies. The class requires textbooks, papers and related materials in Chinese and English. Occasionally, experts and scholars from all over the world are invited as guest lecturers.

D. Grading Policy

Class Participation	-----20%
Case Analysis	-----30%
Final Exam	-----50%
Total	<u>100%</u>

CLASS SCHEDULE

No.	Date	Subjects and Assignments
1	02/23	Introduction
2	03/02	Film Law- From Idea to the Big Screen
3	03/09	Copyright Protection of Films
4	03/16	Contractual Protection of Film
5	03/23	Star Billing, Credit, & Compensation
6	03/30	Film Censorship
7	04/06	The Television Law-From Idea to the Little Screen
8	04/13	Television Idea & Copyright Protection
9	04/20	Television Contracts
10	04/27	Television Credit and Compensation
11	05/04	Right of Publicity of Television Celebrities
12	05/11	Diversity, Censorship, and Cultural Matters
13	05/18	Music Law-the Music Business Relationships
14	05/25	Copyright Protection of Music
15	06/01	Record Companies and Recording Agreement
16	06/08	Music Censorship
17	06/15	Globalization of Entertainment Industry
18	06/22	Final Exam

- Temporary schedule

請老師依據以下智財所的 Mission Statement 及 Learning Goal，圈選以下表格)

Mission Statement

To provide multidisciplinary and diverse curricula and to foster outstanding talents in integrated disciplines; integrate with the international norms, and balance between theories and practices, in order to foster the most outstanding and professionally talents capable of effectively resolving intellectual property disputes and managing intellectual assets.

Learning Goal

Students will gain access to the following elements indispensable to the management of intellectual property-management skills from the College of Commerce, NCCU, and moreover, expertise on law and technology.

ASSURANCE OF LEARNING

期初檢核表

<i>Adherence to Mission</i>	
<input checked="" type="checkbox"/> Technology 科技	<input checked="" type="checkbox"/> Globalization 國際
<input type="checkbox"/> Innovation 創新	<input type="checkbox"/> Humanity 人文
<i>Adherence to Program Learning Goals</i>	
(請各單位助教把系、所、學程英文學習目標貼上，以利老師圈選)	
Students will gain access to the following elements indispensable to the management of intellectual property-management skills from the College of Commerce, NCCU, and moreover, expertise on law and technology.	
<i>Pedagogical Methodologies</i>	
<input checked="" type="checkbox"/> Lecture	<input type="checkbox"/> e-Learning
<input checked="" type="checkbox"/> Study Group	<input checked="" type="checkbox"/> Seminar
<input checked="" type="checkbox"/> Case Study	<input type="checkbox"/> Internship
<input checked="" type="checkbox"/> Project	<input type="checkbox"/> Independent Learning
<input type="checkbox"/> Role-Playing	<input checked="" type="checkbox"/> Seminar
<input type="checkbox"/> Theater Learning	<input type="checkbox"/> Others
<i>Student Abilities Enhancement</i>	
<input type="checkbox"/> Quantitative analysis 數量分析能力	<input type="checkbox"/> Sympathy 同理心
<input checked="" type="checkbox"/> Theory Development and Conceptual Thinking 邏輯思考分析	<input checked="" type="checkbox"/> Teamwork 團隊合作

<input checked="" type="checkbox"/> Strategic Thinking 策略性思考	<input type="checkbox"/> Acceptance of Others 接受意見
<input checked="" type="checkbox"/> Critical Thinking 評論性思考	<input type="checkbox"/> Confidence 自信心
<input type="checkbox"/> Quick Thinking 敏捷性思考	<input type="checkbox"/> Self—management 自我管理
<input type="checkbox"/> Flexibility 彈性反應與適應力	<input checked="" type="checkbox"/> Professional Knowledge 專業知識
<input type="checkbox"/> Creativity 創造力	<input type="checkbox"/> Others: _____ 其他能力: _____
<input type="checkbox"/> Persistency 堅持力	<input type="checkbox"/> Others: _____ 其他能力: _____
<input type="checkbox"/> Communication 溝通表達能力	<input type="checkbox"/> Others: _____ 其他能力: _____
<input type="checkbox"/> Comprehension Ability 聆聽能力	<input type="checkbox"/> Others: _____ 其他能力: _____

(Optional)

Class Presentation	
Rules	<i>Court Cases Analysis presentation 3-4 persons as one group, 30 minutes for presentation, 15 minutes for critics (Q&A)</i>
Presentation Score Sheet	<p style="text-align: center;">~~~suggested grading criterion~~~</p> <ul style="list-style-type: none"> ● <i>Presentation skills (PowerPoint aesthetics, complementarities of oral and visual communication)</i> ● <i>Language and clarity</i> ● <i>Handling of Q&A (attitude toward criticism and the way of answering)</i> ● <i>The content (richness in information, the structure, value-added in analysis, relevance to the subject)</i>