

WELSH BACCALAUREATE

Advanced

Enterprise and Employability Challenge Protecting your Creative Works



Intellectual
Property
Office

Available for assessment from May 2017



Protecting your Creative Works

PURPOSE

The purpose of the Enterprise and Employability Challenge is to develop learners' skills, whilst providing opportunities for learners to develop enterprise skills and attributes and enhance employability. During the Enterprise and Employability Challenge learners will explicitly develop skills in **Digital Literacy, Creativity and Innovation** and **Personal Effectiveness** and apply them in an appropriate manner.

BRIEF

Ideas which we create something physical from are called Intellectual Property (IP). IP can be:

- An invention
- A written or artistic work
- A name, symbol or image used in business
- A design



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People protect their IP using patents, trade marks, designs and copyright (known as IP rights). You get some types of protection automatically, others you have to apply for. Having the right type of IP helps you to stop others copying your work and can give businesses a competitive advantage. Knowledge of IP and how to protect it is a fundamental part of enterprise and innovation. It might be relevant to your future career, university study, or an entrepreneurial venture.

Work as an individual or part of a team (consisting of 3-6 members) to develop a business proposal for an innovative idea to design, make, and sell your own creative work. When presenting your business proposal, you should also demonstrate that you have considered how you might protect the unique aspect(s) of your idea, what IP protection might be necessary and also that you have not infringed others IP by providing evidence of conducting searches on IP registers.

By presenting your proposal to an appropriate panel you will gain first-hand experience of the enterprise process and how IP fits into it in today's economy. When it comes to identifying the right pathway to a career, there is much preparation to do and many decisions to be made. The job market can be a competitive place and you need to stand out from other candidates. In preparation to apply and secure a job, you will need to gain a clear understanding of what is involved and know how to promote yourself so that you impress potential employers. Having IP knowledge can be a valuable skill to include on your CV. Experiencing an innovation venture provides an opportunity to develop and demonstrate a wide range of skills, qualities and attributes. You will learn the importance of networking and the power of social media when it comes to building a professional profile.

You will need to identify, reflect on and develop the skills, attributes and experiences necessary for your chosen career. You will also need to take into account additional factors such as the job market, recruitment procedures, your lifestyle expectations and the part played by managing personal finances in pursuit of your chosen destination.

By creating a digital **Destination Passport** you will be able to gather and showcase the skills, attributes, experiences and qualifications higher education and employers are looking for. By focusing on your future ambitions you can tailor the Destination Passport to match your career aspirations.

Resources

IP Tutor

This online, interactive learning tool was designed to help students to understand intellectual property.

www.ipo.gov.uk/blogs/iptutor

IP Tutor Learner Library

The library contains a wealth of teaching resources, case studies and video case studies.

<http://www.ipo.gov.uk/blogs/iptutor/lib/>

Cracking Ideas website

Part of the official Intellectual Property Office website, this resource contains teaching and learning material on IP from primary to higher education.

<http://crackingideas.com/>