



Semester: VI						
ENTREPRENEURSHIP & INTELLECTUAL PROPERTY RIGHTS						
Category: Professional Core Course						
(Theory)						
Course Code	:	HS361TA		CIE	:	100 Marks
Credits: L: T:P	:	3:0:0		SEE	:	100 Marks
Total Hours	:	42 L		SEE Duration	:	3 Hours

Unit-I	08Hrs
<p><b>Introduction to Entrepreneurship:</b> Definition and Scope of Entrepreneurship, Importance of Entrepreneurship in Engineering Innovation and Economic Growth, Techniques for Identifying Entrepreneurial Opportunities, Types of Entrepreneurs: Innovative, Imitative, Fabian, Characteristics and Traits of Successful Entrepreneurs.</p> <p><b>Role in economic development-</b> Emerging Trends in Entrepreneurship, Entrepreneur and Entrepreneurship, characteristics of Entrepreneur, Myths about Entrepreneurship, Entrepreneur vs Intrapreneur, Role of Entrepreneurial Teams</p> <p><b>Activities:</b> Case study on Entrepreneurship in Indian Scenario, Ideation Workshops and Hackathons,</p>	
Unit – II	08 Hrs
<p><b>Entrepreneurial Opportunity Evaluation:</b> Identifying Market Opportunities and Trends, Integration of Engineering Principles in Ideation Process, Cross-Disciplinary Collaboration for Technological Innovation, Assessing Market Feasibility and Demand Analysis, Evaluating Technical Feasibility: Prototype Development, Proof of Concept, Financial Feasibility Analysis: Cost Estimation, Revenue Projection, Break-Even Analysis.</p> <p><b>Business Planning and Strategy Development:</b> Elements of a Business Plan, Executive Summary, Company Description, Market Analysis, writing a Business Plan: Structure and Components, Strategic Planning: Vision, Mission, Goals, Objectives, SWOC Analysis, Competitive Strategy: Porter's Generic Strategies, Differentiation, Cost Leadership, Focus Strategy, Growth Strategies: Organic Growth, Mergers and Acquisitions, Strategic Alliances</p> <p><b>Activities:</b> Writing a Business Plan on given templates, Developing Business Models and Prototypes Based on Generated Ideas</p>	
Unit –III	08Hrs
<p><b>Entrepreneurial Marketing and Sales:</b> Basics of Marketing: Product, Price, Place, Promotion (4Ps), Market Segmentation, Targeting, and Positioning (STP), Branding and Product Development Strategies, Creating a Unique Value Proposition (UVP) Digital Marketing: Social Media Marketing, Content Marketing, SEO, SEM, Sales Techniques and Customer Relationship Management (CRM).</p> <p><b>Entrepreneurial Finance and Resource Management:</b> Sources of Financing: Equity Financing, Debt Financing, Venture Capital, Angel Investors, Crowdfunding, Financial Management: Budgeting, Cash Flow Management, Financial Statements Analysis, Risk Management and Insurance, Human Resource Management: Recruitment, Training, Performance Evaluation, Legal and Ethical Issues in Entrepreneurship: Intellectual Property Rights, Contracts, Corporate Governance</p> <p><b>Activities:</b> Case Studies and Practical Applications</p>	
Unit –IV	09Hrs
<p><b>Introduction to IP :</b> Types of Intellectual Property</p> <p><b>Patents:</b> Introduction, Scope and salient features of patent; patentable and non-patentable inventions, Patent Procedure - Overview, Transfer of Patent Rights; protection of traditional knowledge, Infringement of patents and remedy, Case studies, Patent Search and Patent Drafting, Commercialization and Valuation of IP.</p> <p><b>Trade Marks:</b> Concept, function and different kinds and forms of Trade marks, Registrable and non- registrable marks. Registration of Trade Mark; Deceptive similarity; Transfer of Trade Mark, ECO Label, Passing off, Infringement of Trade Mark with Case studies and Remedies.</p>	



Unit –V	09 Hrs
<b>Trade Secrets:</b> Definition, Significance, Tools to protect Trade secrets in India. <b>Industrial Design:</b> Introduction of Industrial Designs Features of Industrial, Design. Procedure for obtaining Design Protection, Revocation, Infringement and Remedies, Case studies. <b>Copy Right:</b> Introduction, Nature and scope, Rights conferred by copy right, Copy right protection, transfer of copy rights, right of broad casting organizations and performer's rights, Exceptions of Copy Right, Infringement of Copy Right with case studies.	

<b>Course Outcomes:</b> After going through this course, the student will be able to	
<b>CO1</b>	Understand the concepts of entrepreneurship and cultivate essential attributes to become an entrepreneur or Intrapreneur and demonstrate skills such as problem solving, team building, creativity and leadership.
<b>CO2</b>	Comprehend the process of opportunity identification of market potential and customers while developing a compelling value proposition solutions.
<b>CO3</b>	Analyse and refine business models to ensure sustainability and profitability and build a validated MVP of their practice venture idea and prepare business plan, conduct financial analysis and feasibility analysis to assess the financial viability of a venture.
<b>CO4</b>	Apply insights into the strategies and methods employed to attain a range of benefits from these IPs and deliver an investible pitch deck of their practice venture to attract stakeholders
<b>CO5</b>	Knowledge and competence related exposure to the various Legal issues pertaining to Intellectual Property Rights with the utility in engineering perspectives.

Reference Books	
1.	Donald F. Kuratko, "Entrepreneurship: Theory, Process, and Practice", South-Western Pub publishers, 10th edition, 2016, 978-ISBN-13: 1305576247
2.	Eric Ries, "The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses", Crown Currency Publishers, 1 <sup>st</sup> Edition, 2011, ISBN-13: 978-0307887894.
3.	Dr B L Wadehra, Law Relating to Intellectual Property, universa Law publishers 05th edition, ISBN : 9789350350300 .
4.	Intellectual Property Rights: Unleashing Knowledge Economy, Prabuddha Ganguly, 1 <sup>st</sup> Edition, 2001, Tata McGraw Hill Publishing Company Ltd., New Delhi, ISBN: 0074638602

RUBRIC FOR THE CONTINUOUS INTERNAL EVALUATION (THEORY)		
#	COMPONENTS	MARKS
1.	<b>QUIZZES:</b> Quizzes will be conducted in online/offline mode. TWO QUIZZES will be conducted & Each Quiz will be evaluated for 10 Marks. <b>THE SUM OF TWO QUIZZES WILL BE THE FINAL QUIZ MARKS.</b>	20
2.	<b>TESTS:</b> Students will be evaluated in test, descriptive questions with different complexity levels (Revised Bloom's Taxonomy Levels: Remembering, Understanding, Applying, Analyzing, Evaluating, and Creating). TWO tests will be conducted. Each test will be evaluated for 50 Marks, adding up to 100 Marks. <b>FINAL TEST MARKS WILL BE REDUCED TO 40 MARKS.</b>	40
3.	<b>EXPERIENTIAL LEARNING:</b> Students will be evaluated for their creativity and practical implementation of the problem. Case study-based teaching learning (10), Program specific requirements (10), Video based seminar / presentation / demonstration (20) <b>ADDING UPTO 40 MARKS.</b>	40
<b>MAXIMUM MARKS FOR THE CIE</b>		<b>100</b>



<b>RUBRIC FOR SEMESTER END EXAMINATION (THEORY)</b>		
<b>Q. NO.</b>	<b>CONTENTS</b>	<b>MARKS</b>
<b>PART A</b>		
1	Fill in the blanks or descriptive for one or two marks type questions covering entire syllabus	20
<b>PART B</b> (Maximum of TWO Sub-divisions only Small case lets and case example in one subdivision)		
2	Unit 1 : (Compulsory)	16
3 & 4	Unit 2 : Question 3 or 4	16
5 & 6	Unit 3 : Question 5 or 6	16
7 & 8	Unit 4 : Question 7 or 8	16
9 & 10	Unit 5: Question 9 or 10	16
<b>TOTAL</b>		<b>100</b>