

20MC6107B**INNOVATION, IPR AND ENTREPRENEURSHIP**

Course Category:	Mandatory Course	Credits:	0
Course Type:	Theory	Lecture -Tutorial-Practice:	2 - 0 - 0
Prerequisites:	--	Continuous Evaluation:	100
		Semester end Evaluation:	
		Total Marks:	100

COURSE OUTCOMES											BTL	POI			
Upon successful completion of the course the student will be able to:															
CO1	Learn the innovation concepts related to business organizations.										K2	2.5.1,2.6.2,2.6.3,2.6.4,8.3.1,8.4.2,9.4.2,9.5.1,11.6.1,11.6.2			
CO2	Understand the importance of innovation in new start-ups.										K2	2.5.1,2.6.2,2.6.3,2.6.4,8.3.1,8.4.2,9.4.2,9.5.1,11.6.1,11.6.2			
CO3	Know fundamental aspects of Intellectual property Rights.										K2	2.5.1,2.6.2,2.6.3,2.6.4,8.3.1,8.4.2,9.4.2,9.5.1,11.6.1,11.6.2			
CO4	Learn the basic concepts of entrepreneurship and its benefits.										K2	2.5.1,2.6.2,2.6.3,2.6.4,8.3.1,8.4.2,9.4.2,9.5.1,11.6.1,11.6.2			
Contribution of Course Outcomes towards achievement of Program Outcomes (1 – Low 2 - Medium 3 – High)															
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO 1	PSO 2	
CO1	-	1	-	-	-	-	-	2	2	-	2	-	-	-	
CO2	-	2	-	-	-	-	-	1	2	-	2	-	-	-	
CO3	-	2	-	-	-	-	-	2	3	-	3	-	-	-	
CO4	-	1	-	-	-	-	-	3	2	-	2	-	-	-	

COURSE CONTENT**UNIT – I****Innovation Management: Introduction Innovation:**

Definition, Importance – The need to view innovation in an organizational context – Different types of innovation - Innovation and Invention – Popular views of innovation – Innovation as a management process.

UNIT II

Innovation: New Product Development (NPD)

Innovation Management and New Product Development – Considerations when developing as NPD strategy - NPD as a strategy for growth – What is new product? – Classification of new products – NPD as an industry innovation cycle.

UNIT III

Intellectual Property Rights (IPR)

Introduction and the need for intellectual property right (IPR) - Kinds of Intellectual Property Rights: Patent, Copyright, Trade Mark, Design, Geographical Indication, Plant Varieties and Layout Design – Genetic Resources and Traditional Knowledge – Trade Secret - IPR in India : Genesis and development..

UNIT IV

Entrepreneurship Concept and need of entrepreneurship

Characteristics and Types of Entrepreneurship - Entrepreneurship as a career - Entrepreneurship as a style of Management - The changing role of the entrepreneur - Entrepreneurial traits, factors affecting entrepreneurs.

TEXT BOOKS

[1] Paul Trott, Innovation Management and New Product Development, Pearson Education Limited, UK, 2017.

[2] Nithyananda, K V., Intellectual Property Rights: Protection and Management, Cengage Learning India Private Limited, 2019.

[3] Dr.S S Khanka, Entrepreneurial Development, S Chand, New Delhi, 2020

REFERENCE BOOKS

[1] Managing innovation: Integrating Technological, Market and Organizational Change, Joe Tidd, John Besant, 2018.

[2] Neeraj, P., & Khusdeep, D, Intellectual Property Rights. PHI learning Private Limited, India, 2019.

[3] Vasant Desai, The Dynamics of Entrepreneurial Development and Management, Himalaya Publishing House, India, 2022.

E-RESOURCES AND OTHER DIGITAL MATERIAL

https://edisciplinas.usp.br/pluginfile.php/5553082/mod_folder/content/0/Trott%20-%202017%20-%2020roz%20Innovation-Management-and-New-Product-Development.pdf?forcedownload=1