

Entrepreneurship Development and IPR

Dr. Chintan Trivedi

Zero Lecture



Course Title: Entrepreneurship Development and

IPR Course Code: 71203002006

Credits: L-2 T-0, P-0

Number of lectures per week: 2

Number of practical per week: 0

Prerequisite: NA

ABOUT COURSE INSTRUCTOR

Name: Dr. Chintan Trivedi

Qualification: M.Sc, M.Phil, PhD (Physics)

Experience: 10+ Years (Research & Academics)

Domain of Interest: My research focuses on Dielectric, Optical and Thermodynamical studies of Polar and Non-Polar Molecules of Pharmaceutical importance at different Microwave frequency range and temperature. I have published 12 research articles, including 8 in SCI-indexed journals.

I am from [Gandhinagar, Gujarat](#) and I enjoy Astrology, Numerology and Vastu to connect with Scientific and Spiritual ways with everyday life.



1. To explain the fundamental concepts of entrepreneurship, including its nature, functions, and the characteristics of successful entrepreneurs.
2. To develop students' ability to recognize business opportunities, generate ideas, and understand the journey from idea to enterprise, with awareness of institutional support.
3. To introduce the principles of Intellectual Property Rights (IPR) and their importance in protecting innovations and enabling commercialization
4. To equip students with knowledge of research dissemination, funding mechanisms, and the startup lifecycle, fostering skills needed to develop, launch, and sustain successful ventures.



- 1. Introduction to Entrepreneurship**
- 2. Entrepreneurial Journey and Institutional Support**
- 3. Introduction to IPR**
- 4. Research Publications & Tech Dissemination**
- 5. Startup Lifecycle**



Entrepreneur

[,än-trə-p(r)ə-'nər]

An individual who creates a new business, bearing most of the risks and enjoying most of the rewards.



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Intellectual Property

[in-tə-'lek-chə-wəl 'prä-pər-tē]

Intangibles owned and legally protected by a company from outside use or implementation without consent.

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1. Midterm - 20 Marks
2. CIA (Assignment/Case Studies/Presentations/Quiz) - **25 Marks**
3. Attendance - 5 Marks



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**CASE STUDY AND ACTIVITIES FOR CIA
(INDIVIDUAL/GROUP) (5 MARKS EACH)**

Unit Focus Area Case Study / Class Activity

Unit I *Introduction to Entrepreneurship*

✓ **Case Study:** Success and failure stories of entrepreneurs – e.g., *Amul (Success)*, *Kingfisher Airlines (Failure)* , etc.

Unit II *Entrepreneurial Journey & Institutional Support*

✓ **Activity:** Idea generation by students and exploring possible funding sources (e.g., NSIC, Startup India, MSME).

Unit III *Introduction to IPR* ✓ **Case Study:** Successful patents in software/hardware/AI – e.g., *Apple's iPhone patents* or *Google's PageRank patent*, etc.

✓ **Activity:** Students present a research paper or analyze the research profile of a faculty/researcher.

Unit IV *Research Publications & Tech Dissemination*

Unit V *Startup Lifecycle* ✓ **Case Study:** Unicorn startups and famous incubations – e.g., *OYO Rooms, BYJU's, Paytm*, etc.



Unitedworld Institute of Technology OUTCOMES OF COURSE

At the end of the course, students will be able to:



Understand Entrepreneurship Fundamentals



Develop Entrepreneurial Ideas and Utilize Institutional Support



Apply Knowledge of Intellectual Property Rights (IPR)



Navigate Research and Startup Ecosystem

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Unitedworld Institute of Technology BOOKS

TEXTBOOK:

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|----|--|
| 1. | Entrepreneurship Development, Author: S.S. Khanka Publisher: S. Chand Publishing |
| 2. | Essentials of Entrepreneurship and Small Business Management, Author: Thomas W. |

Zimmerer & Norman M. Scarborough

3. Intellectual Property Rights, Author: Deborah E. Bouchoux

REFERENCES:

4. Managing Innovation and Entrepreneurship – Peter F. Drucker

5. Innovation and Entrepreneurship– Peter F. Drucker

6. Intellectual Property Rights: Unleashing the Knowledge Economy- Prabuddha Ganguli

