

71203002006

# Entrepreneurship Development and IPR

Dr. Chintan Trivedi

Zero Lecture



## COURSE DETAILS

**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)

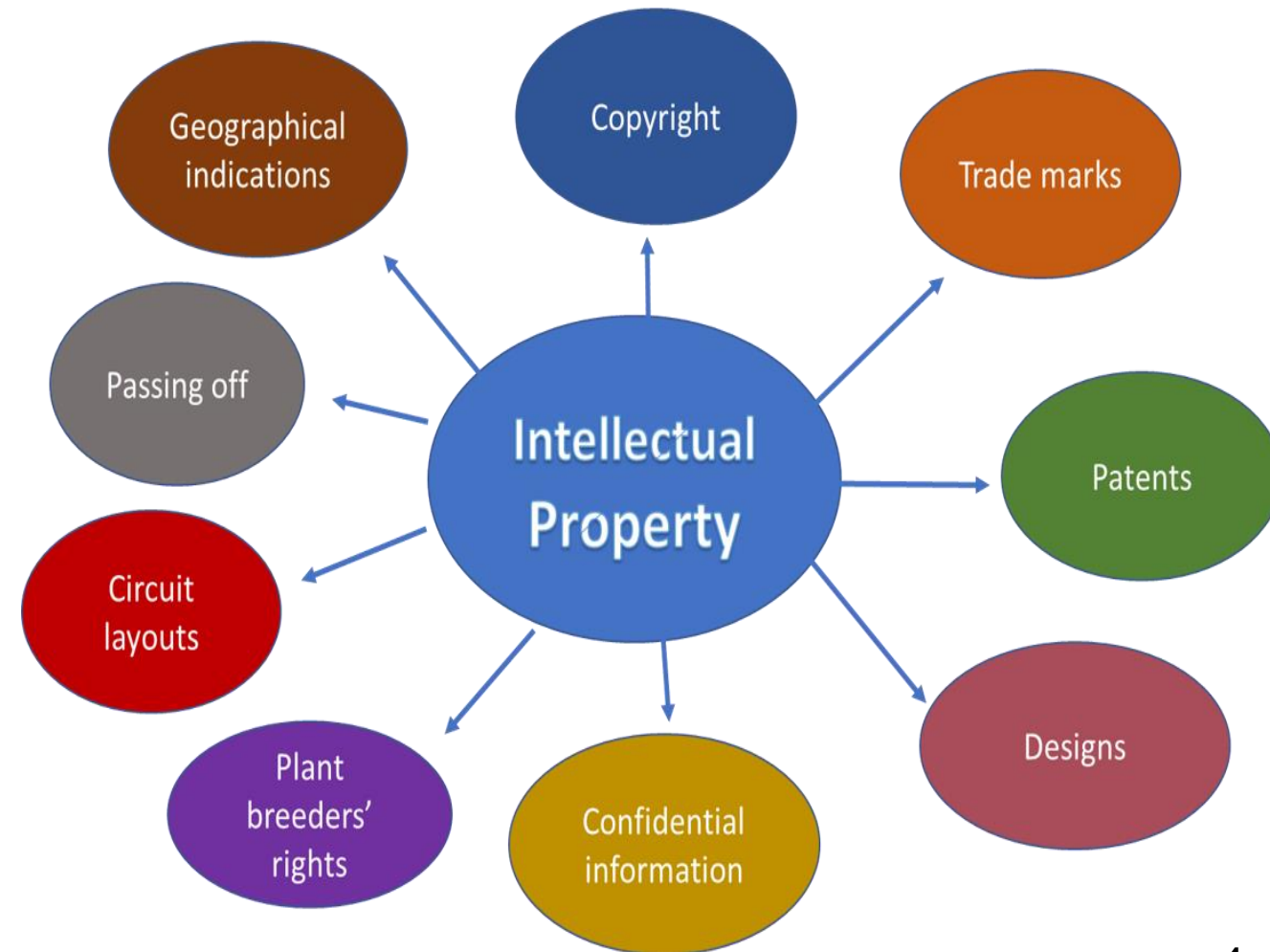
**Domain of Interest:** My research focuses on Dielectric, Optical and Thermodynamical studies of Polar and Non-Polar Molecules of Pharmaceutical importance at different Microwave frequency range and temperature. I have published 12 research articles, including 8 in SCI-indexed journals.

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



## Objectives of Course

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.





## **UNITS TITLES**

- 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.





# 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.



# United States Patent [19]

[11] 4,136,359

Wozniak

[45] Jan. 23, 1979

[54] MICROCOMPUTER FOR USE WITH VIDEO DISPLAY

[75] Inventor: Stephen G. Wozniak, Cupertino, Calif.

[73] Assignee: Apple Computer, Inc., Cupertino, Calif.

[21] Appl. No.: 786,197

[22] Filed: Apr. 11, 1977

[51] Int. Cl.<sup>2</sup> ..... H04N 9/44

[52] U.S. Cl. .... 358/17

[58] Field of Search ..... 358/17, 148, 150

[56] References Cited

U.S. PATENT DOCUMENTS

3,581,011 5/1971 Ward et al. .... 358/17

Primary Examiner—Richard Murray

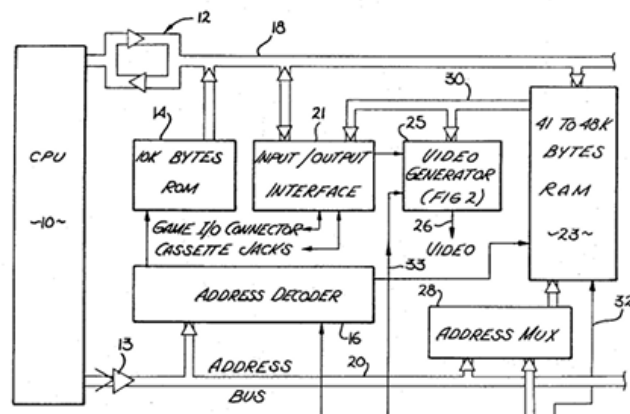
Attorney, Agent, or Firm—Blakely, Sokoloff, Taylor & Zafman

[57]

## ABSTRACT

A microcomputer including a video generator and timing means which provides color and high resolution graphics on a standard, raster scanned, cathode ray tube is disclosed. A horizontal synchronization counter is synchronized at an odd-submultiple of the color subcarrier reference frequency. A "delayed" count is employed in the horizontal synchronization counter to compensate for color subcarrier phase reversals between lines for the non-interlaced fields. This permits vertically aligned color graphics without substantially altering the standard horizontal synchronization frequency. Video color signals are generated directly from digital signals by employing a recirculating shift register.

8 Claims, 4 Drawing Figures



## Steve Wozniak

Personal Computer

U.S. Patent No. 4,136,359

Inducted in 2000

Born Aug. 11, 1950

"Invention means everything to me. When I was young, I read stories about people that would invent contraptions to solve problems, and to entrap aliens, and fly into outer space, and pretty much that was like a lot of kids. I said, 'Boy, I'd love to be one of those people that invents the new things and goes the new direction.'"





## ASSESSMENT CRITERION

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

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

Unit	Focus Area	Case Study / Class Activity
Unit I	<i>Introduction to Entrepreneurship</i>	✓ <b>Case Study:</b> Success and failure stories of entrepreneurs – e.g., <i>Amul (Success), Kingfisher Airlines (Failure) , etc.</i>
Unit II	<i>Entrepreneurial Journey &amp; Institutional Support</i>	✓ <b>Activity:</b> Idea generation by students and exploring possible funding sources (e.g., NSIC, Startup India, MSME).
Unit III	<i>Introduction to IPR</i>	✓ <b>Case Study:</b> Successful patents in software/hardware/AI – e.g., <i>Apple's iPhone patents or Google's PageRank patent, etc.</i>
Unit IV	<i>Research Publications &amp; Tech Dissemination</i>	✓ <b>Activity:</b> Students present a research paper or analyze the research profile of a faculty/researcher.
Unit V	<i>Startup Lifecycle</i>	✓ <b>Case Study:</b> Unicorn startups and famous incubations – e.g., <i>OYO Rooms, BYJU's, Paytm, etc.</i>

## **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**




## BOOKS

### TEXTBOOK:

- |    |                                                                                                                  |
|----|------------------------------------------------------------------------------------------------------------------|
| 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 |

A close-up photograph of several hands stacked together in a huddle, symbolizing teamwork and support. The hands are of various skin tones and are positioned in a way that suggests a group effort. The background is dark and out of focus, emphasizing the hands. An orange rectangular graphic element is located in the top left corner.

Thank You  
All the Best for the Semester!!