

Course code	Course Name	Hours/week			Credit	Max. Marks
71203002006	Entrepreneurship Development & IPR	L	T	P	C	100
		2	0	0	2	
Pre-Requisite	NA					
Evaluation Scheme	Theory				Hours	Marks
	External (End Semester Exam)				2	50
	Internal 1. Midterm – 20 Marks 2. CIA (Assignment/Certification/Quiz)-25 Marks 3. Attendance -5 Marks					50
UNIT-I	INTRODUCTION TO ENTREPRENEURSHIP				6	
<p>Entrepreneurship- Concept, Nature, Functions and Importance; Entrepreneurs- Characteristics, Types and Motivation; Entrepreneurial process; Enterprise- Definition and Classification (MSME- Micro, Small & Medium Enterprises).</p> <p>Class Activity: Case Study on Success and Failure stories of entrepreneurs, and discussing their characteristics and reasons for success/failure.</p>						
UNIT-II	ENTREPRENEURIAL JOURNEY AND INSTITUTIONAL SUPPORT				6	
<p>Entrepreneurial Journey: Entrepreneurial mindset, Creativity and Innovation, recognizing opportunities and generating ideas, Feasibility analysis, Institutional Support to Entrepreneurs: Government and Non Government Institutions to Support like NSIC, SIDO, SSIB, SSIDC, SISIs, DTICs, etc. Class Activity: Idea generation by students and exploring possible funding sources.</p>						
UNIT-III	INTRODUCTION TO IPR				6	
<p>Meaning of Property, Origin, Nature, Meaning of Intellectual Property Rights, Provision of IPR under TRIPS and WTO. Kinds of Intellectual property rights—Copy Right, Patent, Trademark, Trade Secret, Design, Geographical Indication, and Traditional Knowledge.</p> <p>Class Activity: Case studies of successful patents in Software, Hardware, AI Algorithms, and Electronics that led to the creation or success of major companies.</p>						
UNIT-IV	RESEARCH PUBLICATIONS & TECH DISSEMINATION				6	
<p>Types of Publications: Journals vs Conferences, Journal Indexing: SCI, SCIE, Scopus, Web of Science, UGC CARE, how to select the right journal, Avoiding Predatory Journals, Importance of Citations, h-index, and Peer Review, Role of Research in Product Development (Tech-Transfer).</p> <p>Class Activity: Present any research paper / analysing the research profile of any faculty/researcher.</p>						
UNIT-V	STARTUP LIFECYCLE				6	
<p>Funding types (bootstrapping, angel, VC, government grants) – Government and private agencies (Startup India, AIM, MSME, MeitY, DST, BIRAC) – Incubators and accelerators – Investor communication and pitch decks</p> <p>Class Activity: Case Study on Unicorn Turned Indian/International Startups and Famous Incubations.</p>						

Total hours		30 periods
Course Outcomes: At the end of the course, students will be able to:		
COs	Statements	Bloom's Level
CO1	Understand the fundamental concepts of entrepreneurship.	L2
CO2	Develop an entrepreneurial mindset and recognize viable business opportunities.	L2
CO3	Identify and utilize institutional support for entrepreneurship.	L2
CO4	Understand the basics of Intellectual Property Rights (IPR).	L4
CO5	Recognize the significance of research and technology dissemination in entrepreneurship.	L3
TEXT BOOK:		

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
ONLINE REFERENCES:	
1	https://www.wipo.int/en/web/wipo-academy/w/news/2024/news_0016
2	https://onlinecourses.nptel.ac.in/noc21_mg96/preview

COURSE OUTCOMES WITH PROGRAM OUTCOMES:

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO 1	3	2	2	0	0	2	0	0	0	2	2	1
CO 2	2	3	3	2	2	0	0	0	2	2	3	2

CO 3	2	2	2	0	0	3	0	0	0	2	3	1
CO 4	2	2	0	0	2	0	0	3	0	2	2	1
CO 5	2	2	2	3	3	0	0	0	0	2	2	3