

Course Code	Course Title				Core/Elective	
OE 701 ME	START- UP ENTREPRENEURSHIP				Open Elective	
Prerequisite	Contact Hours per Week				CIE	SEE
	L	T	D	P		
	3	-	-	-	30	70
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Course Objectives:

Students should be able to understand

- To motivate students to take up entrepreneurship in future.
- To learn nuances of starting an enterprise & project management.
- To understand the design principles of solar energy systems, their utilization and performance evaluation.
- To understand the behavioural aspects of entrepreneurs and time management

Course Outcomes:

Student will be able to

1. Understand Indian Industrial Environment, Entrepreneurship and Economic growth, Small and Large Scale Industries, Types and forms of enterprises.
2. Identify the characteristics of entrepreneurs, Emergence of first generation entrepreneurs, Conception and evaluation of ideas and their sources.
3. Practice the principles of project formulation, Analysis of market demand, Financial and profitability analysis and Technical analysis.
4. Understand the concept of Intellectual Property Rights and Patents
5. Comprehend the aspects of Start-Ups.

Unit-I

Indian Industrial Environment-competence, Opportunities and Challenges. Entrepreneurship and Economic growth. Small Scale Industry in India, Objectives, Linkage among small, medium and heavy industries. Types of enterprises.

Unit-II:

Identification and characteristics of entrepreneurs. Emergence of First generation entrepreneurs, environmental influence and women entrepreneurs. Conception and evaluation of ideas and their sources. Choice of Technology - Collaborative interaction for Technology development.

Unit-III

Project formulation, Analysis of market demand, Financial and profitability analysis and Technical analysis, project financing in India.

Unit-IV

Intellectual Property Rights: Meaning, Nature, Classification and protection of Intellectual Property, the main forms of Intellectual Property, Concept of Patent, Patent document, Invention protection, Granting of patent, Rights of a patent, Licensing, Transfer of technology.

Unit-V

Aspects of Start-Up: What is Start-Up, Start-up Policy, start-up strategy, Progress of startups in India, Principles of future organizations, start-up sectors, action plan for start-ups by Govt. of India.

Suggested Reading:

1. Vasant Desai, *"Dynamics of Entrepreneurial Development and Management"*, Himalaya Publishing House, 1997.
2. Prasanna Chandra, *"Project-Planning, Analysis, Selection, Implementation and Review"*, Tata McGraw-Hill Publishing Company Ltd. 1995.
3. Stephen R. Covey and A. Roger Merrill, *"First Things First"*, Simon and Schuster Publication, 1994.
4. G.S. Sudha, *"Organizational Behaviour"*, 1996.
5. Robert D. Hisrich, Michael P. Peters, *"Entrepreneurship"*, Tata Me Graw Hill Publishing Company Ltd., 5th Ed., 2005.
6. G.B.Reddy, *Intellectual Property Rights and the Law* 5th Ed. 2005 Gogia Law Agency
7. Ajit Parulekar and Sarita D'Souza, *Indian Patents Law – Legal & Business Implications*, Macmillan India Ltd, 2006.

Faculty of Engineering, O.U. AICTE Model Curriculum with effect from Academic Year 2020-21