

Devi Ahilya Vishwavidyalaya, Indore, India Institute of Engineering & Technology					III Year B.E. (Mechanical Engg.) (Full Time)	
Course Code & Name	Instructions Hours per Semester and Credits					
6 RTHS2- ENTREPRENEURS HIP DEVELOPMENT AND IPR	Classroom Instruction (CI)		Lab Instruction (LI)	Term Work (TW) and Self Learning (SL)	Total no. of Hours Per Semester	Total Credits (Total Hours/30)
	L	T	P	TW+SL	60	2
	20	00	00	40		

Learning Objectives:

The course is designed

1. To provide awareness about entrepreneurship.
2. To develop the skills of entrepreneurship & to encourage the students to become entrepreneurs.
3. To self-motivate the students by making them aware of different opportunities and successful growth stories
4. To impart the basics of Intellectual Property Rights.

Pre requisite(s): Nil

COURSE CONTENT

UNIT I

Introduction to Entrepreneurship: Entrepreneurship- Concept, Nature, Functions and Importance; Entrepreneurs- Characteristics, Types and Motivation; Entrepreneurial Process; Enterprise- Definition and Classification (MSME-Micro, Small & Medium Enterprises)
Case Study: Success and Failure stories of entrepreneurs, and discussing their characteristics and reasons for success/failure.

UNIT II

Entrepreneurial Journey: Creativity and Innovation, Recognising opportunities and Generating ideas, Feasibility analysis, Industry and Competitor analysis, and developing an effective business model.
Class Activity: Idea generation by students.

UNIT III

Business Plan for Start-ups in the IT Industry: Project Identification, Market Survey, Production Plan, Operational Plan, Marketing Plan, Organisational Plan, and Financial Plan; writing a business plan.
Class Activity: Students asked to finalise their ideas and start writing business plans

UNIT IV

Institutional Support to Entrepreneurs: Need for Institutional support from different Government & Non-Government

institutions to support entrepreneurs, NSIC, SIDO, SSIB, SSIDC, SISIs, DTICs, industrial Estates, and specialized Institutions.

UNIT V

Intellectual Property Rights: Introduction of IPR, General Provisions & Basic principles of IPR, various perspectives of IPR like Innovation & Creation, Innovators & Creators; Patents, Copyrights and Trademarks.

COURSE OUTCOMES:

Students earned credits will develop ability to

CO.No.	CO	PO
CO1	Learn how to start an enterprise and design business plans those are suitable for funding by considering all dimensions of business.	PO1, PO3, PO6, PO8
CO2	Understand entrepreneurial process by way of studying different cases and performing class activities.	PO1, PO4, PO8, PO9

BOOKS RECOMMENDED:

- [1]. Robert D. Hisrich, Mathew J. Manimala, Michael P Peters and Dean A. Shepherd, “Entrepreneurship”, 9th Edition, Tata McGraw-Hill Publishing Co.Ltd, New Delhi, 2014.
- [2]. Bruce R. Barringer and R. Duane Ireland, “Entrepreneurship”, 4th Edition, Pearson Publications, New Delhi, 2011.
- [3]. N.K. Acharya, Textbook on Intellectual Property Rights, Asha Law House, New Delhi, New Edition, 2001.

CO-PO-PSO Relationship

[illegible]

