Devi Ahilya University, Indore, India Institute of Engineering & Technology				BE III Year Computer Engineering (FullTime)			
Subject Code : 6SCRS6	Instructions Hours per Week			Credits			
Subject Name: Entrepreneurship and IPR Development	**L**	**T**	**P**	**L**	**T**	**P**	**TOTAL**
Duration of Theory Paper: 3 Hours	2	0	0	2	0	0	2

Learning Objectives:

- Understand the fundamentals of compiler design and the phases of compilation.
- Analyze compiler architecture and its major components.
- Develop skills in implementing and managing different compiler phases.
- Evaluate issues related to code optimization, correctness, and runtime efficiency.

Prerequisites: Computer Networks

Course Outcomes (CO) and Program Outcomes (PO) Mapping

CO No.	Course Outcome	Program Outcomes (PO)
CO1	Explain the fundamental concepts of entrepreneurship	PO 1, PO 4, PO 11
CO2	Analyze the process of opportunity identification and project feasibility	PO2, PO3, PO5, PO9
CO3	Develop skills for preparing business plans and managing startups	PO6, PO10, PO10
CO4	Understand various forms of Intellectual Property Rights (IPR)	PO7, PO8, PO11,
CO5	Apply IPR rules and procedures and Evaluate entrepreneurial case studies and real-world IP-based ventures	PO2, PO4, PO5, PO10

CO-PO Relationship Matrix:

CO No.	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11
CO1	2	3	-	-	-	-	-	-	-	-	1
CO2	-	2	2	-	-	-	-	-	-	2	-
CO3	3	3	3	-	-	-	2	2	-	-	2
CO4	3	-	-	-	-	3	3	2	-	-	2
CO5	-	2	3	-	-	-	3	2	-	-	2

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, Recognizing opportunities and Generating ideas, Feasibility analysis, Industry and Competitor analysis, developing effective business model. Class Activity: Idea generation by students.

UNIT III
Business Plan for Start-ups in IT Industry: Project Identification, Market Survey, Production plan, Operational plan, Marketing plan, Organizational plan and financial plan; writing a business plan. Class Activity: Students asked to finalize on their ideas and start writing business plans.

UNIT IV
Institutional Support to Entrepreneurs: Need for Institutional support different Government &Non Government institutions to support Entrepreneurs like, NSIC, SIDO, SSIB, SSIDC, SISIs , DTICs, industrial Estates, Specialized Institutions.

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

Learning Outcomes:
At the end of the course, students should be able to do the following i..e Learn how to start an enterprise and design business plans those are suitable for funding by considering all dimensions of business. Understand entrepreneurial process by way of studying different cases and performing class activities

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Recommended Books:

[1] Robert D. Hisrich, Mathew J. Manimala, Michael P Peters and Dean A. Shepherd, “Entrepreneurship”, 9th Edition, Tata Mc-graw 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, Text book on intellectual Property Rights, Asha Law House New Delhi, New Edition, 2001.