

Devi Ahilya University, Indore, India Institute of Engineering & Technology				III Year B.E. (Electronics and Instrumentation)			
Subject Code & Name	Instructions Hours per Week			Credits			
	L	T	P	L	T	P	Total
6SERS6 ENTERPRENEURSHIP AND IPR DEVELOPMENT	2	0	0	2	0	0	2
Duration of Theory Paper: 3 Hours							

Course Objective:

The course is designed

1. To cultivate entrepreneurial awareness and mindset among engineering students.
2. To develop practical entrepreneurial skills and competencies.
3. To encourage self-motivation and inspire students through success stories
4. To provide comprehensive knowledge of business planning and execution
5. To impart fundamental knowledge of Intellectual Property Rights (IPR).

COURSE CONTENTS

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 New Ventures in Respective 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 of IPR, various perspective of IPR like Innovation & Creation, Innovators & Creators; Patents, Copyrights and Trademarks.

Course Outcome:

Students earned credits will develop ability to

CO.No.	CO	PO
CO1	To cultivate entrepreneurial awareness and mindset among engineering students.	PO-6, PO-7
CO2	To develop practical entrepreneurial skills and competencies.	PO-2, PO-5, PO-9
CO3	To encourage self-motivation and inspire students through success stories.	PO-9, PO-10
CO4	To provide comprehensive knowledge of business planning and execution.	PO-11, PO-4
CO5	To impart fundamental knowledge of Intellectual Property Rights (IPR).	PO-1, PO-8

CO-PO Relationship

CO	PO-1	PO-2	PO-3	PO-4	PO-5	PO-6	PO-7	PO-8	PO-9	PO-10	PO-11	PO-12
CO1						2	2					
CO2		3			3				3			
CO3									3	3		
CO4				2							3	
CO5	2							3				

BOOKS RECOMMENDED:

- [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