

<b>Devi Ahilya University, Indore, India Institute of Engineering &amp; Technology</b>			<b>III Year B.E. (Electronics and Telecommunication)</b>				
<b>Subject Code &amp; Name</b>	<b>Instructions Hours per Week</b>			<b>Credits</b>			
<b>STR6S6 ENTERPRENEURSHIP AND IPR DEVELOPMENT</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>Total</b>
<b>Duration of Theory Paper: 3 Hours</b>	<b>2</b>	<b>0</b>	<b>0</b>	<b>2</b>	<b>0</b>	<b>0</b>	<b>2</b>

### **Learning Objectives:**

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

## **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.

#### **Learning Outcomes:**

At the end of the course, students should be able to do the following:

1. Learn how to start an enterprise and design business plans those are suitable for funding by considering all dimensions of business.
2. Understand entrepreneurial process by way of studying different cases and performing class activities.

#### **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.