

Devi Ahilya Vishwavidhyalaya, Indore, India Institute of Engineering & Technology				III Year B.Tech. (Civil Engineering)		
Course Code & Name	Instructions Hours per Semester and Credits					
6RVHS1 Enterprenurship 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		

Course Learning Objectives:

1. Understand the concept and importance of entrepreneurship development.
2. Develop entrepreneurial abilities, skills, and capabilities to run a business.
3. Learn the entrepreneurial process, generate new business ideas, and understand requirements of various plans.
4. Understand government policies and institutional support for entrepreneurship.
5. Develop skills to protect inventions and innovations, and manage the intellectual property lifecycle.

Prerequisites: Fundamental Economics, Product Development, Computer & Research Skills

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 models.

Class Activity: Idea generation by students.

UNIT III

Business Plan for New Ventures in the field of Civil Engineering: 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 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.

UNITV

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 Outcome:

CO.No.	CO	PO
CO1	Learn fundamentals of Entrepreneurship Development and its characteristics.	PO-2, PO-3, PO-9
CO2	Explore entrepreneurial skills and management functions with focus on MSMEs.	PO-2, PO-3, PO-4, PO-9, PO-10, PO-11
CO3	Understand types of enterprises, identify entrepreneurs, and steps in ventures.	PO-2, PO-3, PO-4, PO-6, PO-9, PO-11
CO4	Learn to start enterprises and design fundable business plans.	PO-2, PO-3, PO-9, PO-10, PO-11
CO5	Recognize importance of IPR and understand statutory provisions.	PO-2, PO-3, PO-4, PO-8, PO-9, PO-10

Books recommended:

1. Robert D. Hisrich, Mathew J. Manimala, Michael P. Peters, Dean A. Shepherd, *Entrepreneurship*, 9th Edition, Tata McGraw Hill, New Delhi, 2014.
2. Bruce R. Barringer, 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, 2001.

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	
6RVHS1.CO1		2	2						3			
6RVHS1.CO2		2	2	3					2	3	3	
6RVHS1.CO3		3	2	3		2			3		3	
6RVHS1.CO4		3	3						2	3	3	
6RVHS1.CO5		2	2	3				3	2	2		