

Devi Ahilya University, Indore, India Institute of Engineering & Technology				III Year B.E. (Information Technology (Full Time))			
Subject Code & Name	Instructions Hours per Week			Credits			
6SIRS6 Entrepreneurship Development & IPR	L	T	P	L	T	P	Total
Duration of Theory	2	-	-	2	-	-	2
Paper:3 Hours							

Learning Objectives:

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

Pre requisite: Nil

Course Objective:

The course is designed

1. To understand concept & importance of Entrepreneurship development
2. Developing entrepreneurial abilities, skills, and capabilities to run a business
3. Understanding Legal requirement for entrepreneurship.
4. Understanding Government policies & support for entrepreneurship.
5. Developing skills to protect inventions and innovations, and to manage and strategize IP lifecycle

Course Outcome:

Students earned credits will develop ability to

CO.No.	CO	PO
CO1	Learners will pick up about Foundation of Entrepreneurship Development and its theories.	PO-2, PO-3, PO-9
CO2	Learners will understand the business model & identify the type of entrepreneur and the steps involved in an entrepreneurial venture .	PO-2, PO-3, PO-4, PO-11,
CO3	Learners will understand various legal steps involved in starting a venture.	PO-2, PO-3, PO-4, PO-12
CO4	Learners will explore entrepreneurial skills and management function of a company with special reference to MSME sector	PO-2, PO-3, PO-4, PO-12
CO5	To recognize the importance of Intellectual Property Rights (IPR) and to educate the pupils on basic concepts of IPR & to understand the statutory provisions of different forms of IPRs in simple forms & To enable the students to keep their IP rights alive.	PO-2, PO-3, PO-4, PO-8, PO-9, PO-12

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		3	3						3			
CO2		3	3	3							3	
CO3		2	3	3								3
CO4		2	3	3								3
CO5		2	2	3				3	3			3

* CO (rows) mention nil/very small/insignificant contribution to the PO(column)
1 → relevant and small significance 2 → medium or moderate and 3 → strong

*Note : Font type : Times New Roman
Font Size: Titles (12); Text (11)

Mail subject line : Course Obj_outcome<sub_code>_<sub_name>

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 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 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.
- 3) 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.
- 4) Bruce R. Barringer and R. Duane Ireland, "Entrepreneurship", 4th Edition, Pearson Publications, New Delhi, 2011.
- 5) N.K. Acharya, Text book on intellectual Property Rights, Asha Law House New Delhi, New Edition, 2001.