

Devi Ahilya University, Indore, India Institute of Engineering & Technology				III Year B.E. (Civil) (Full Time)			
Subject Code & Name	Instructions Hours per Week			Credits			
6SVRS6 Entrepreneurship Development & IPR	L	T	P	L	T	P	Total
	Duration of Theory Paper:3 Hours	2	-	-	2	-	-

Course Objective:

The course is designed to

1. Understand concept & importance of Entrepreneurship Development.
2. Develop entrepreneurial abilities, skills, and capabilities to run a business.
3. Understand entrepreneurial process, generating new business ideas and understand requirement of various plans for entrepreneurship.
4. Understanding Government policies & support for entrepreneurship.
5. Developing skills to protect inventions and innovations, to manage and strategize IP lifecycle.

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 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 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.

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.

Course Outcome:

Students earned credits will develop ability to

CO.No.	CO	PO
CO1	Learn about Fundamental of Entrepreneurship Development and its characteristics.	PO-2, PO-3, PO-9, PO-12
CO2	Learners will explore entrepreneurial skills and management function of a company with special reference to MSME sector.	PO-2, PO-3, PO-4, PO-9, PO-10, PO-11,
CO3	Learners will understand the types of enterprises & identify the type of entrepreneur and the steps involved in an entrepreneurial venture by creating new business ideas & making plans. Understanding of various legal steps involved in starting a venture.	PO-2, PO-3, PO-4, PO-6, PO-9, PO-11
CO4	Learn how to start an enterprise and design business plans those are suitable for funding by considering all dimensions of business.	PO-2, PO-3, PO-9, PO-10, PO-11, PO-12
CO5	To recognize the importance of Intellectual Property Rights (IPR) and to imply the 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-10, 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		2	2						3			3
CO2		2	2	3					2	3	3	
CO3		3	2	3		2			3		3	
CO4		3	3						2	3	3	3
CO5		2	2	3				3	2	2		3