

GANPAT UNIVERSITY									
FACULTY OF ENGINEERING & TECHNOLOGY									
Programme		Bachelor of Technology			Branch/Spec.		Computer Science and Business Systems		
Semester		IV			Version		1.0.0.0		
Effective from Academic Year			2022-23		Effective for the batch Admitted in			July 2021	
Subject code		2CSBS4104	Subject Name		Introduction to Innovation, IP Management & Entrepreneurship				
Teaching scheme					Examination scheme (Marks)				
(Per week)	Lecture (DT)		Practical (Lab.)		Total		CE	SEE	Total
	L	TU	P	TW					
Credit	3	-	-	-	3	Theory	40	60	100
Hours	3	-	-	-	3	Practical	-	-	-
Pre-requisites									
Good knowledge of Basic Management Principles covered through a course prior to this semester.									
Course Outcomes									
On successful completion of the course, the students will be able to:									
CO1	Appreciate the nature, scope and differences of IP, its different utilities and approaches.								
CO2	Manage and strategize IP lifecycle effectively throughout the journey of start-up, in a time when it is aspired highly by the economy and society.								
CO3	Apply in the MSME sector, and exposure about the valuation techniques and audits of IP.								
CO4	Describe the Intellectual Property.								
Theory syllabus									
Unit	Content								Hrs.
1	Innovation: What and Why? Innovation as a core business process, Sources of innovation, Knowledge push vs. need pull innovations. Class Discussion- Is innovation manageable or just a random gambling activity?								07
2	Building an Innovative Organization: Creating new products and services, Exploiting open innovation and collaboration, Use of innovation for starting a new venture Class Discussion- Innovation: Co-operating across networks vs. 'go-it-alone' approach.								07
3	Entrepreneurship: Opportunity recognition and entry strategies, Entrepreneurship as a Style of Management ,Maintaining Competitive Advantage, Use of IPR to protect Innovation								07
4	Entrepreneurship- Financial Planning: Financial Projections and Valuation, Stages of financing ,Debt, Venture Capital and other forms of Financing								08
5	Intellectual Property Rights (IPR) Introduction and the economics behind development of IPR: Business Perspective, IPR in India, Genesis and Development, International Context, Concept of IP Management, Use in marketing								08
6	Types of Intellectual Property: Patent, Procedure, Licensing and Assignment, Infringement and Penalty, Trademark use in marketing, Example of trademarks- Domain name, Geographical Indication, what is GI, why protect them? Copyright, what is copyright, Industrial Designs, what is design? How to protect?, Class Discussion, Major Court battles regarding violation of patents between corporate companies.								08
Practical content									
NIL									
Text Books									
1	Joe Tidd, John Bessant. Managing Innovation: Integrating Technological, Market and Organizational Change								
ICT/MOOCs Reference									
1	https://onlinecourses.nptel.ac.in/noc20_hs66/preview								
2	https://nptel.ac.in/courses/110/107/110107094/								
3	https://ocw.mit.edu/courses/sloan-school-of-management/15-390-new-enterprises-spring-2013/video-tutorials/lecture-1/								

Mapping of CO with PO and PSO:															
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	3	1	2	1	2	0	2	0	3	2	3	2	0	3	2
CO2	3	2	3	2	3	0	2	0	3	2	3	3	0	3	2
CO3	3	2	3	2	3	0	3	0	2	3	3	2	0	3	2
CO4	3	2	3	2	3	0	3	0	2	3	3	2	0	2	2