

**HENRY BAKER COLLEGE, MELUKAVU**

**NPTEL Certificate Course**

**July- September 2021 (8 week course)**

**Entrepreneurship and IP Strategy**

**List of Students**

<b>Sl. No</b>	<b>Name of the student</b>	<b>Class</b>	<b>Roll No</b>
1	Amal Joseph	I M Com	NPTEL21HS102S13800227
2	Aparna S	I M Com	NPTEL21HS102S13800089
3	Grace Mary George	I M Com	NPTEL21HS102S23800319



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MELUKAVU

[Courses >](#)

## Entrepreneurship and IP strategy

By Prof. Gouri Gargate | IIT Kharagpur

**Learners enrolled: 5262**


The objectives of the course are :

1. To discuss intellectual property strategy to protect inventions and innovations of new ventures.
2. To develop skills of commercial appreciation by allocating knowledge about substantive aspects of management, strategy and legal literature.
3. The course will make participants appreciate the nature, scope and differences of IP, its different utilities and approaches
4. The course will make participants to 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.
5. Participants will learn the fundamentals and advanced strategies of IP. They will be given opportunity for understanding the same in MSME sector. They will be finally be provided brief exposure about the valuation techniques and audits of IP.

**INTENDED AUDIENCE** : Any discipline

**PREREQUISITES** : No prerequisites

**INDUSTRIES SUPPORT** : Almost all industry sectors need this course

### Summary

**Course Status :** Completed

**Course Type :** Elective

**Duration :** 8 weeks

**Start Date :** 14 Sep 2021

**End Date :** 06 Nov 2021

**Exam Date :** 20 Dec 2021 IST

**Enrollment Ends :** 25 Sep 2021

- Category :**
- o Law
  - o Humanities and Social Sciences
  - o Management Studies
  - o Faculty Domain - Advanced

**Credit Points :** 2

**Level :** Undergraduate/Postgraduate

This is an AICTE approved FDP course



### Course layout

**Week 1:**
**Introduction to entrepreneurship and intellectual property: Definition, concepts**

1. Introduction
2. What is an entrepreneurship?
3. What do you understand by IP?
4. Whether entrepreneurship and IP related? What is role of IP strategy in entrepreneurship?
5. Case study I – IT industry

**Week 2:**
**Innovation and entrepreneurship :**

1. Innovation, invention and creativity
2. Types of innovation
3. Innovation, market and IP
4. Open innovation and IP
5. Case Study II - Biotechnology

**Week 3:**
**IPR: Trademark and entrepreneurship :**

1. Trademark-Definition
2. Trademark-Types
3. Trademark-Registration
4. Trademark infringement

**IPR: Patent and entrepreneurship :**

1. Patent-introduction
2. Patent infringement
3. Patent strategies- I
4. Patent strategies- II
5. Capsule version

**Week 5:**
**IPR: Copyright and entrepreneurship :**

1. Copyright – Definition and subject matter
2. Copyright and related rights
3. Copyright registration and entrepreneurship
4. Copyright infringement
5. Case study IV – Film industry

**Week 6:**
**IPR: Industrial design and entrepreneurship:**

1. Industrial Design- Definition, concept
2. Industrial Designs Act - Key features
3. Industrial Design-Business
4. Industrial Design infringement
5. Case study V - Automobile industry

**Week 7:**
**IP strategy & entrepreneurship :**

1. IP strategy for start-up and MSME
2. IP transaction - introduction
3. IP valuation, bank loan, insurance
4. Success story and business model of a few start-ups
5. Case Study VI – Pharma industry and Agriculture

**Week 8:**
**Entrepreneurship & IP - Government initiatives :**

1. Incubators, research parks
2. Various Government policies
3. Integrative approach – Entrepreneurship & IP strategy
4. Capsule revision
5. Am I ready to venture my start up? (Course applicability)

## Books and references

1. Ove Granstrand, The Economic and management of Intellectual Property, (1999)
2. Narayanan, V. K., Managing technology and innovation for competitive advantage, first edition, Pearson education, New Delhi, (2006)
3. Idris, K. (2003), Intellectual property: a power tool for economic growth, second edition, WIPO publication no. 888, Switzerland
4. Bosworth D. & Webster E., The Management of Intellectual Property, Edward Elgar.
5. Berman, Ideas to Assets, Wiley publications
6. Richard Dorf & Thomas Byers, Technology ventures from idea to enterprise, 2 nd edition.

**ADDITIONAL READING:**

WIPO - <http://www.wipo.int/patents/en/>

## Instructor bio



**Prof. Gouri  
Gargate**

IIT Kharagpur

PhD- IIT Bombay, LL.M (IPR) - Gold medal, M.Sc (Microbiology) - Gold medal, Registered Patent Agent, TIFAC scholar, PGDPL, PGDMPT, DL101, UGC-SET, PET  
Over the last 22 years, she has led and executed numerous innovative projects in academics as well as industry as an IP teacher, researcher, consultant, information scientist, and law & management professional.

As an IP law and management professional, Prof. Gargate has conducted several workshops on IP awareness and IP management, organised a few national and international conferences on IPR, and helped organisations in building their IPR cell, identifying potential IP, analysing status of IPM system of an organisation by applying various IP audit techniques. As a registered patent agent, she has handled number of projects which include patent drafting, oppositions and

As an IP information scientist, she has handled various projects such as competitive intelligence, technology landscapes, FTOs, patentability search reports.

As an IP consultant, she worked closely with MSMEs to manage IP.

Prof. Gargate has created a self-explanatory NPTEL course on patent with inventor's perspective with an objective to create IP awareness which may be helpful to organisations and individuals.

Free videos: 40 videos, 20 hrs - [https://lnkd.in/fnN\\_pMV](https://lnkd.in/fnN_pMV)

Live session-1 /4 - [https://youtu.be/17Up1lhZ\\_pM](https://youtu.be/17Up1lhZ_pM)

As an IP researcher, she has developed various tools and models for IP management.

Research domain - IP management - IP audit, technology transfer, IP policy

She has presented research papers in international technology management conferences such as PICMET (2012, Canada), IAMOT (2018, England), AMRC (2019, Dubai). She has published research papers in reputed journals like 'World Patent Information', 'Journal of World Intellectual Property'. She has worked as a guest co-editor for IJIPM (ABDC Listed Journal) Special Issue-MIPS 2014.

Before shifting her career to IPR, she was working as an Assistant Professor of Microbiology in the University of Mumbai and she was recognized PG professor of Microbiology in the University of Mumbai. She was an examiner in University of Mumbai, SNTD university, and for PGDMLT (AICTE).

## Course certificate

•The course is free to enroll and learn from. But if you want a certificate, you have to register and write the proctored exam conducted by us in person at any of the designated exam centres.

•The exam is optional for a fee of Rs 1000/- (Rupees one thousand only).

• **Date and Time of Exams: 20 December 2020**, Morning session 9am to 12 noon; Afternoon Session 2pm to 5pm.

•Registration url: Announcements will be made when the registration form is open for registrations.

• The online registration form has to be filled and the certification exam fee needs to be paid. More details will be made available when the exam registration form is published. If there are any changes, it will be mentioned then.

•Please check the form for more details on the cities where the exams will be held, the conditions you agree to when you fill the form etc.

### CRITERIA TO GET A CERTIFICATE:

• Average assignment score = 25% of average of best 6 assignments out of the total 8 assignments given in the course.

• Exam score = 75% of the proctored certification exam score out of 100

•Final score = Average assignment score + Exam score

**YOU WILL BE ELIGIBLE FOR A CERTIFICATE ONLY IF AVERAGE ASSIGNMENT SCORE  $\geq 10/25$  AND EXAM SCORE  $\geq 30/75$ .**

•If one of the 2 criteria is not met, you will not get the certificate even if the Final score  $\geq 40/100$ .

• Certificate will have your name, photograph and the score in the final exam with the breakup. It will have the logos of NPTEL and IIT Kharagpur. It will be e-verifiable at [nptel.ac.in/noc](http://nptel.ac.in/noc)

•Only the e-certificate will be made available. Hard copies will not be dispatched.

This certificate is computer generated and can be verified by scanning the QR code given below. This will display the certificate from the NPTEL repository, <https://nptel.ac.in/noc/>

Roll No: NPTEL21HS102S13800227

To  
AMAL JOSEPH  
THERALASSERIL HOUSE KONIPAD P.O  
MELUKAVUMATTOM, KOTTAYAM, KERALA, INDIA  
MELUKAVUMATTOM  
KERALA - 686652  
PH. NO :8606620387



Score	Type of Certificate
>=90	Elite+Gold
75-89	Elite+Silver
>=60	Elite
40-59	Successfully Completed
<40	No Certificate

No. of credits recommended by NPTEL:2

An additional 1 credit may be awarded if the University deems it fit, based on the actual student effort involved.



Elite

# NPTEL Online Certification

(Funded by the Ministry of HRD, Govt. of India)



This certificate is awarded to

**AMAL JOSEPH**

for successfully completing the course

## Entrepreneurship and IP strategy

with a consolidated score of **65** %

Online Assignments	24.58/25	Proctored Exam	40.5/75
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Total number of candidates certified in this course: **794**

Prof. G P Raja Sekhar  
Dean, Continuing Education  
IIT Kharagpur

Jul-Sep 2021  
(8 week course)

Prof. Debjani Chakraborty  
Coordinator, NPTEL  
IIT Kharagpur



Indian Institute of Technology Kharagpur



This certificate is computer generated and can be verified by scanning the QR code given below. This will display the certificate from the NPTEL repository, <https://nptel.ac.in/noc/>

Roll No: NPTEL21HS102S13800089

To  
APARNA S  
CHAVOT (H) MUTTOM P.O, IDUKKI, 685587  
KERALA - 685587  
PH. NO : 9567112824



Score	Type of Certificate
>=90	Elite+Gold
75-89	Elite+Silver
>=60	Elite
40-59	Successfully Completed
<40	No Certificate

No. of credits recommended by NPTEL:2

An additional 1 credit may be awarded if the University deems it fit, based on the actual student effort involved.



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This certificate is awarded to

**APARNA S**

for successfully completing the course

## Entrepreneurship and IP strategy

with a consolidated score of **70** %

Online Assignments	25/25	Proctored Exam	45/75
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Total number of candidates certified in this course: **794**

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Dean, Continuing Education  
IIT Kharagpur

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Prof. Debjani Chakraborty  
Coordinator, NPTEL  
IIT Kharagpur



Indian Institute of Technology Kharagpur



This certificate is computer generated and can be verified by scanning the QR code given below. This will display the certificate from the NPTEL repository, <https://nptel.ac.in/noc/>

Roll No: NPTEL21HS102S23800319

To  
GRACEMARY GEORGE  
MUNDASSERIL(H)  
MANAPPADY, KANNICKAL P.O  
MOOLAMATTOM  
KERALA - 685589  
PH. NO :8547595876



Score	Type of Certificate
>=90	Elite+Gold
75-89	Elite+Silver
>=60	Elite
40-59	Successfully Completed
<40	No Certificate

No. of credits recommended by NPTEL:2

An additional 1 credit may be awarded if the University deems it fit, based on the actual student effort involved.



Elite

# NPTEL Online Certification

(Funded by the Ministry of HRD, Govt. of India)



This certificate is awarded to

**GRACEMARY GEORGE**

for successfully completing the course



## Entrepreneurship and IP strategy

with a consolidated score of **78** %

Online Assignments	25/25	Proctored Exam	52.5/75
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Total number of candidates certified in this course: **794**

Prof. G P Raja Sekhar  
Dean, Continuing Education  
IIT Kharagpur

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