

4-Year U.G. Degree Syllabus
B Design - Fashion Design
Semester – VI

Subject	Credits	Total Hours	Marks			
Introduction to entrepreneurship and IPR	4	60	Th 25	Pr -	Th 75	Pr -
Theory			Internal	External	Total	
					100	

OBJECTIVES:

The learner will be able to-

1. Apply the skills of Entrepreneurship in Small Business Management.
2. Explain the importance ,process and tools of IPR in regards with fashion industry.

CONTENT:

Block No.	Objective	Topic/Content Analysis	Assignments	Marks
1	To be able to explain the term entrepreneurship.	Introduction to Entrepreneurship: Definition, Concept and Need for entrepreneurship, Types of entrepreneurs Kinds of Entrepreneurship: Proprietary, Partnership and Group Entrepreneurship, Qualities of a good entrepreneur Entrepreneurial Assets: Entrepreneurial Values and attitudes, Role demands and Requirements of Entrepreneurs, Barriers to entrepreneurship Entrepreneurial Motivation: Definition and Meaning of Achievement Motivation, Need for Achievement Motivation, Motivating Factors: Internal and External Entrepreneurial Ideas: Creativity and Idea Generation, Searching and selecting Entrepreneurial Ideas, Dynamics of project Identification, Matching project and enterprise, Gather Information on what works, How to succeed and mistakes to avoid	Case study- <i>Success story of any entrepreneur</i> Assignment- <i>To study the forms of ownerships of different businesses</i>	25
2	To be able to describe the meaning and concept of Intellectual Property Rights	What is intellectual property? Definition & characteristics of intellectual property, Types of Intellectual property- An Overview, Relevance of IP at various stages of business cycle, Relevance of IP rights to export market, Brief National IP laws Understanding some basics on Trade secrets:		25

		What are trade secrets, Protection of trade secret, Adv. & disadvantage Of trade secret, Developing trade secret strategy for business Understanding some basics on Copyrights: What is copyright? What all can be protected under copyright, Advantages of copyright, Registration of copyright, Concept of collective management of copyright, "Using Work" protected by copyright		
3	To be able to Explain the concept of Industrial design and Trademark laws	Understanding some basics on Industrial design: What is an industrial design? Why to protect an industrial design? Protection of industrial design, Registration of industrial design and International Classification system, Cost to protect an Industrial Design, Protecting Industrial design abroad, Enforcing industrial design Understanding some basics on Trademarks: What is a trademark and its importance, Selection & Protection of trademark, Registration of trademark & Trademark classification system, Cost to protect a trademark, What makes a good trademark, "USING" trademark, Types of marks, Enforcing Trademarks		25
4	To be able to Explain the concept of Geographical indications and patent laws	Understanding some basics on Geographical Indications: What is geographical indications & its relevance to India, Why & what all can be protected under geographical indications, How is geographical indications protected, Geographical indications v/s rules of origin v/s trademark, Protection of geographical indications at International level Understanding some basics on Patents: What is patent & its importance, What all can be patented? How to get a patent? How much do patent cost? Advantages of patent rights & documents, Concept of Utility model, Commercializing patent technology, Enforcing patents International patent classification system (IPC) & patenting abroad, Patent Cooperation Treaty (PCT)		25

Evaluation pattern –

Internal Assessment: Class Assignments and class test - To Be Converted In To 25

External Assessment: Final Exam - 75 Marks.

REFERENCE:

1. Granger M. and Sterling T., *"Fashion Entrepreneurship : Retail Business Planning"* , Fairchild, New York.
2. Kantikar A., *"Grassroots Entrepreneurships"* , Willey Easter Ltd..
3. Sirpolis and Nicholas C., *"Small Business Management : A guide to entrepreneurship"* .