St. Xavier's College (Autonomous), Ahmedabad
Syllabus of Semester –III of the following departments under the Faculty of Arts based on the Undergraduate Curriculum Framework - 2023 to be implemented for the Academic Session June 2025-October 2025

FACULTY OF ARTS
DEPARTMENT OF ECONOMICS

Course	Title	Content	Hours/week	Credit
SEC EC-SE-331 C	Entrepreneurship and IP Strategy	Unit 1: Introduction to entrepreneurship and intellectual property: Unit 2: IP Strategy and Govt. Initiatives:	2hrs	2

SEC-EC-SE-331 C: Entrepreneurship and IP Strategy
CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

Course Title & Code	Credit Distribution of The Course (Total Credit-02)			Eligibility Criteria	Prerequisite(s) of the Course (if any)
	Lecture	Practical	Experiential Learning		
SEC-EC-SE-331 C: Entrepreneurship and IP Strategy	2 (1 Online + 1 Offline)	0	0	10 + 2 from a recognized board in any stream	

I Learning Objectives:

LO1	To discuss intellectual property strategy to protect the inventions and innovations of new ventures.
LO2	To develop skills of commercial appreciation by allocating knowledge about substantive aspects of management, strategy and legal literature.
LO3	Participants will learn the fundamentals and advanced strategies of IP.

II Course Outcomes:

CO1	Students will be able to appreciate the nature, scope and differences of IP, its different utilities and approaches
CO2	Students will be able to manage and strategize IP lifecycle effectively throughout the journey of start-up, in a time when it is highly valued by the economy and society.

Unit 1: Introduction to entrepreneurship and intellectual property:
Definition, concepts- Innovation and entrepreneurship - Trademark and entrepreneurship - Patent and entrepreneurship.

Unit 2: IP Strategy and Govt. Initiatives:
Copyright and entrepreneurship - Industrial design and entrepreneurship - IP strategy & entrepreneurship - Entrepreneurship & IP: Government initiates.

III. Teaching Methodology: Self-study through Swayam Videos, Class discussions, Quizzes and Presentations

IV. 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, 2nd edition.