





CERTIFICATION PROGRAMME On

Innovation, Startup and IPR From

21st March 2023 to 9th May 2023

Convener: Mr. Abhay N Tripathi, Associate Professor

For BCA 2nd Semester

Resource Person

Ms. Lucky Sharma

Assistant Professor, MIET

Syllabus Innovation, Startup and IPR

Duration: 30 hours

Module I

Introduction of IPR and Invention- Intellectual Property: Definition and scope of IPR; various types of IPR TRIPS and other Intellectual Property Conventions ,World Intellectual Property Organization (WIPO) Concept of Property; Concept of Invention Concept of Intellectual Property, Justifications for Intellectual Property Need for Protection , Group discussion on the concept of IPR with elaborating ideals of

- Implementing Strategy Dimension
- Mind mapping Dimension
- Societal benefit

Introduction: Inventions, Technology and Creativity - What is a patent? - What is the rationale/justification for having patents Concept of 'patentable subject matter' concept of Invention and 'novelty'

Module II

Technology Development and Management- Introduction of Technology development ,Technology management, Introduction to Data analysis, Statistics, Operation and use of technological products , KGP , Technology management using business intelligence and analytics, User experience design, innovation management and strategic management. Start up Ecosystem and Registration Company Formation, Start up eco-system in India and abroad Workshop on: IPR Management with assignment on Innovative Design Thinking , Group discussion on Technology and Design Thinking

Module III

Trademark, Design ,Copyright and Geographical Indications- Trademark, Different kinds of trademark; essentials of good trademark; Selection of a mark;

- Definition of Industrial design, Essentials and importance of design registration
- International perspective Industrial Designs; Registration of designs, Enforcement, Infringement, piracy and remedies. Trade Secret
- Definition of Copyright, Essential Elements

Copyright ,Copyright and Related Rights, Terms of copyright, importance of copyright

Text Book:

1. Intellectual property and private international law by J J Fawcett and Paul Torremans Fawcett, J J,Oxford : Clarendon Press, 1998

Reference Book:

Intellectual Property Rights by Prabuddha Ganguli, Tata Mcgraw Hill (2001)

Copyright and trademark laws: relating to computers by Pankaj Jain and Pandey Sangeet Rai, Lucknow: Eastern Book Company, 2005





Schedule

Duration: 30 hours					
Session	Content	Time	Date		
1.	Introduction of Intellectual property right.	03:00-05:00	21-03-2023		
2.	various types of IPR TRIPS and other Intellectual Property Conventions	03:00-05:00	22-03-2023		
3.	World Intellectual Property Organization (WIPO) Concept of Property	03:00-05:00	28-03-2023		
4.	Concept of Invention Concept of Intellectual Property,	03:00-05:00	29-03-2023		
5.	Justifications for Intellectual Property Need for Protection.	03:00-05:00	04-04-2023		
6.	Introduction of Technology development ,Technology management	03:00-05:00	05-04-2023		
7.	Introduction to Data analysis, Statistics, Operation and use of technological products, KGP.	03:00-05:00	11-04-2023		
8.	Technology management using business intelligence and analytics, User experience design, innovation management and strategic management	03:00-05:00	12-04-2023		
9.	Database analytics and MapReduce, Hbase.	03:00-05:00	18-04-2023		
10.	Start up eco-system in India and abroad	03:00-05:00	19-04-2023		
11.	Trademark, Different kinds of trademark; essentials of good trademark; Selection of a mark;	03:00-05:00	25-04-2023		
12.	Definition of Industrial design, Essentials and importance of design registration	03:00-05:00	26-04-2023		
13.	International perspective Industrial Design	03:00-05:00	02-05-2023		
	Definition of Copyright, Essential Elements Copyright	03:00-05:00	03-05-2023		
15.	Revision of Module 3	03:00-05:00	09-05-2023		





MIRTI	Greater Noida (U.P.)	
	Report	
Name of Activity	Innovation, Startup and IPR	
Date	21 st March 2023 to 9 th May 2023	
Venue	BCA Classroom	
Organized by	Computer Application Department	
Resource	Ms. Lucky Sharma, Assistant Professor, MIET	
Person	·	
Beneficiary	BCA 2 nd Semester (37 students)	
Convener	Mr. Abhay N Tripathi, Associate Professor, MIMT	
Objective	• Students will be capable to taking initiatives for nurturing Innovation and creativity Through scheme for Start-UPS	
	It consists of Embracing IPR protection and commercialization fosters	
	innovation, growth, and long-term success within the Indian startup	
	ecosystem.	
Content	With the initiative of IQAC, Mangalmay Institute of Management and	
	Technology organized add on certification course on "Innovation, Startup and	
	IPR".	
	Day1: The session started with the introduction of Intellectual property Right.	
	Day 2: In this session, the resource person introduce the various types of IPR	
	TRIPS and other Intellectual Property Conventions Day 3: In this session, the student know the concept of World Intellectual	
	Property Organization (WIPO) Concept of Property	
	Day 4: This session was focused Concept of Invention Concept of Intellectual	
	Property	
	Day 5:Student learnt Justifications for Intellectual Property Need for	
	Protection	
	Day 6: Introduction of Technology development, Technology management Day 7: The session starts with Introduction to Data analysis, Statistics, Operation and use of technological products, KGP. was discussed.	
	Day 8: Resource person discussed about the Technology management using business intelligence and analytics, User experience design, innovation management and strategic management	
	Day9: Database analytics and MapReduce, Hbase.	
	Day 10: In this session, the resource person discusses the MapReduce, HBase	
	Day 11: In this session, The basic concept of Start up eco-system in India and	
	abroad was discussed	
	Day 13: In this session, Trademark, Different kinds of trademark; essentials of	
	good trademark; Selection of a mark was taught	
	Day 14:In this session, Definition of Industrial design, Essentials and	
	importance of design registration	
	Day 15: The session ends with the discussion of copyright and elements of	
	copyright.	
Outco	The candidates will be able to know about the intellectual Property	
me of	Right.	
Activit	Right.	
y	 Candidate will be able to understand legal provisions, leveraging case laws, and implementing effective strategies for patent, copyright, trademark, and design protection empowers startups to thrive in a 	
	competitive environment.	

Resource Person Profile

Name: Ms.Lucky Sharma, Asst. Professor, MIET Core Skills: C, C++, Java, Python, Hadoop

Qualification: B.Tech, M.Tech

Experience: 2 years

Research Area: Data Science, Artificial Intelligence, Machine Learning









Certificate Template:

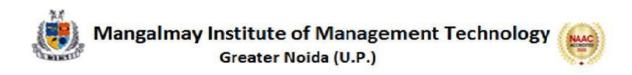


CERTIFICATE OF COURSE COMPLETION

This is to certified the MOHD FARHAN student of BCA (Batch: 2022-25) has successfully completed 30 Hours course on "Innovation, Startup and IPR" from 21-March-2023 to 09-May-2023

andt.

PRINCIPAL Mangalmay Institute of Management & Technology CONVENER Mangalmay Institute of Management Technology



MAAC

Course: BCA

ADD-ON COURSE QUIZ

Course Name: Innovation, Startup and IPR

Date:

Time: 30Min

Roll No:

Name: Prating.

Year/Sem: I/II

Note: All questions are compulsory. Each question will carry '1' mark and there is no 'Negative Marking'

- 1. Innovation is defined as:
- the commercialization of a new product or process.

b) the invention of a new product or process.

c) a new product or process idea.

d) the implementation of a new production method.



2. Process innovation refers to:

a) the development of a new service.

b) the development of a new product.

the implementation of a new or improved production method.

d) the development of new products or services.

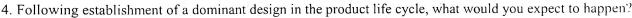
3. Innovation can help to provide a temporary competitive advantage when:

a) barriers to entry are high.

by barriers to imitation are low and intellectual property rights are difficult to enforce.

c) there are few other competitors.

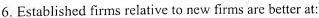
d) barriers to entry are low.



- a) Emphasis on product innovation rather than process innovation.
- b) Emphasis on process innovation rather than product innovation.

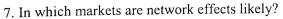
c) Competition to increase as new firms enter the industry.

d) Competition to decrease as more firms exit than enter the industry.



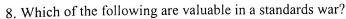
- a) all types of innovation.
- b) innovation which is competence-enhancing.
- c) innovation which is competence-destroying.

d) Innovation which is disruptive

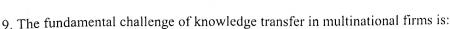


- a) Markets subject to increasing returns
- b) 'Tippy' markets
- c) Hi-tech product markets

d) All of the above



- a) Competitive advantage
- b) Late mover advantage
- c) Early mover advantage
- d) Technological advantage



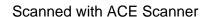
a) transferring explicit knowledge across borders.

by transferring tacit knowledge across borders.

c) creating tacit knowledge in overseas subsidiaries.

d) transferring tacit and explicit knowledge across borders.





10. What potential advantages can be gained from involving overseas subsidiaries in R&D activities? a) Local subsidiaries offer financial advantages such as lower land and labour costs.
b) Local subsidiaries offer access to local companies.
c) Local subsidiaries offer access to technical knowledge and skills. d) Local subsidiaries offer financial advantages as well as access to local markets, technical knowledge and
skills.
11. Outsourcing of innovation globally is more likely where:
a) Innovations are autonomous b) Innovations are systemic
c) Innovations are systemic or autonomous d) Innovations are made by service sector firms
12. The use of information and ideas protected by IPR are of
a) Cultural Value b) Social Value
O'Commercial Value
d) Moral value
13. The entrepreneur in an advanced economic is an individual who_something new into the economy – a
method of production not yet tested by experience in the branch of manufacture concerned, a product with which
consumers are not yet familiar, a new source of raw material, new markets and the like.
a) Introduces
B. Produced C. Reduced
D. All of the above
14. The term 'Intellectual Property Right' covers
a) Copywrite
b) Know-how
c) Trade dress
d) All of the above
15. The following cannot be exploited by assigning or by licensing the rights to others
a) Patent
b) Designs
c) Trademark
d) All of the above
For Departmental use only
Max Marks: 15 Marks Obtained: 15
Max. Marks: 15 Marks Obtained:
Name of Evaluator: Sign.
Name of Evaluator: Sign.
ducky Sharing huly.





Course: BCA

ADD-ON COURSE QUIZ

Time: 30Min

Course Name: Innovation, Startup and IPR

Date:

X

Roll No:

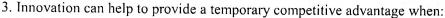
Name: Shoram

Year/Sem: I/II

Invigilator's Sign: N

Note: All questions are compulsory. Each question will carry '1' mark and there is no 'Negative Marking'

- 1. Innovation is defined as:
- a) The commercialization of a new product or process.
- b) the invention of a new product or process.
- c) a new product or process idea.
- d) the implementation of a new production method.
- 2. Process innovation refers to:
- a) the development of a new service.
- b) the development of a new product.
- c) the implementation of a new or improved production method.
- d) the development of new products or services.



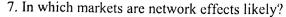
a) barriers to entry are high.

b) barriers to imitation are low and intellectual property rights are difficult to enforce.

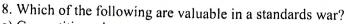
- c) there are few other competitors.
- d) barriers to entry are low.

4. Following establishment of a dominant design in the product life cycle, what would you expect to happen?

- a) Emphasis on product innovation rather than process innovation.
- b) Emphasis on process innovation rather than product innovation.
- c) Competition to increase as new firms enter the industry.
- d) Competition to decrease as more firms exit than enter the industry.
- 6. Established firms relative to new firms are better at:
- a) all types of innovation.
- b) innovation which is competence-enhancing.
- c) innovation which is competence-destroying.
- d) Innovation which is disruptive



- a) Markets subject to increasing returns
- b) 'Tippy' markets
- c) Hi-tech product markets
- d) All of the above



- a) Competitive advantage
- b) Late mover advantage
- Early mover advantage
- d) Technological advantage



- 9. The fundamental challenge of knowledge transfer in multinational firms is:
- a) transferring explicit knowledge across borders.
- b fransferring tacit knowledge across borders.
- c) creating tacit knowledge in overseas subsidiaries.
- d) transferring tacit and explicit knowledge across borders.





a) Local subsidiaries offer financial advantages such as lower land and labour costs. b) Local subsidiaries offer access to local companies.
c) Local subsidiaries offer access to technical knowledge and skills.
Local subsidiaries offer financial advantages as well as access to local markets, technical knowledge and skills.
11. Outsourcing of innovation globally is more likely where: a) Innovations are autonomous b) Innovations are systemic c) Innovations are systemic or autonomous d) Innovations are made by service sector firms
12. The use of information and ideas protected by IPR are of
a) Cultural Value b) Social Value c) Commercial Value d) Moral value
13. The entrepreneur in an advanced economic is an individual who _ something new into the economy – a method of production not yet tested by experience in the branch of manufacture concerned, a product with which consumers are not yet familiar, a new source of raw material, new markets and the like.
a) Introduces B. Produced C. Reduced D. All of the above
14. The term 'Intellectual Property Right' covers
a) Copywrite
b) Know-how
c) Trade dress
d) All of the above
15. The following cannot be exploited by assigning or by licensing the rights to others
a) Patent
b) Designs
c) Trademark
d) All of the above
For Departmental use only
Max. Marks: 15 Marks Obtained: 14
Name of Evaluator: Sign.



NAAC

Course: BCA

ADD-ON COURSE QUIZ

Time: 30Min

Course Name: Innovation, Startup and IPR

Date:

Roll No:

Name: Tisau

Year/Sem: I/II

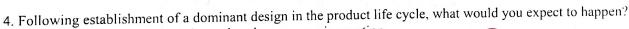
Invigilator's Sign:

Note: All questions are compulsory. Each question will carry '1' mark and there is no 'Negative Marking'

1. Innovation is defined as:

a) the commercialization of a new product or process.

- b) the invention of a new product or process.
- c) a new product or process idea.
- d) the implementation of a new production method.
- 2. Process innovation refers to:
- a) the development of a new service.
- b) the development of a new product.
- chie implementation of a new or improved production method.
- d) the development of new products or services.
- 3. Innovation can help to provide a temporary competitive advantage when:
- a) barriers to entry are high.
- barriers to imitation are low and intellectual property rights are difficult to enforce.
- c) there are few other competitors.
- d) barriers to entry are low.



- a) Emphasis on product innovation rather than process innovation.
- b) Emphasis on process innovation rather than product innovation.
- c) Competition to increase as new firms enter the industry.
- d) Competition to decrease as more firms exit than enter the industry.
- 6. Established firms relative to new firms are better at:
- a) all types of innovation.
- by innovation which is competence-enhancing.
- c) innovation which is competence-destroying.
- d) Innovation which is disruptive
- 7. In which markets are network effects likely?
- a) Markets subject to increasing returns
- b) 'Tippy' markets
- c) Hi-tech product markets
- All of the above



- 8. Which of the following are valuable in a standards war?
- a) Competitive advantage
- b) Late mover advantage
- c) Early mover advantage
- d) Technological advantage



- 9. The fundamental challenge of knowledge transfer in multinational firms is:
- rtransferring explicit knowledge across borders.
 - b) transferring tacit knowledge across borders.
 - c) creating tacit knowledge in overseas subsidiaries.
 - d) transferring tacit and explicit knowledge across borders.



10. What potential advantages can be gained from involving overseas subsidiaries in R&D activities? a) Local subsidiaries offer financial advantages such as lower land and labour costs. b) Local subsidiaries offer access to local companies. c) Local subsidiaries offer access to technical knowledge and skills. d) Local subsidiaries offer financial advantages as well as access to local markets, technical knowledge and skills.
11. Outsourcing of innovation globally is more likely where: a) Innovations are autonomous b) Innovations are systemic c) Innovations are systemic or autonomous d) Innovations are made by service sector firms
12. The use of information and ideas protected by IPR are of
a) Cultural Value b) Social Value c) Commercial Value d) Moral value
13. The entrepreneur in an advanced economic is an individual who _ something new into the economy – a method of production not yet tested by experience in the branch of manufacture concerned, a product with which consumers are not yet familiar, a new source of raw material, new markets and the like.
a) Introduces B. Produced C. Reduced D. All of the above
14. The term 'Intellectual Property Right' covers
(a) Copywrite
b) Know-how c) Trade dress
d) All of the above
15. The following cannot be exploited by assigning or by licensing the rights to others
a) Patent
b) Designs C) Trademark
d) All of the above
For Departmental use only
Max. Marks: 15 Marks Obtained: / / (
Name of Evaluator: Sign.



Course: BCA

ADD-ON COURSE QUIZ

Time: 30Min

Course Name: Innovation, Startup and IPR

Date:

Roll No:

Name: Wishel Bind.

Year/Sem: I/II

Invigilator's Sign:

Note: All questions are compulsory. Each question will carry '1' mark and there is no 'Negative Marking'

1. Innovation is defined as:

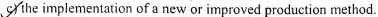
the commercialization of a new product or process.

- b) the invention of a new product or process.
- c) a new product or process idea.
- d) the implementation of a new production method.

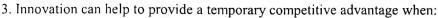


2. Process innovation refers to:

- a) the development of a new service.
- b) the development of a new product.



d) the development of new products or services.



a) barriers to entry are high.

barriers to imitation are low and intellectual property rights are difficult to enforce.

- c) there are few other competitors.
- d) barriers to entry are low.

4. Following establishment of a dominant design in the product life cycle, what would you expect to happen?

- a) Emphasis on product innovation rather than process innovation.
- b) Emphasis on process innovation rather than product innovation.
- c) Competition to increase as new firms enter the industry.
- d) Competition to decrease as more firms exit than enter the industry.



- 6. Established firms relative to new firms are better at:
- a) all types of innovation.
- b) innovation which is competence-enhancing.
- c) innovation which is competence-destroying.



d)Innovation which is disruptive

7. In which markets are network effects likely?

- a) Markets subject to increasing returns
- b) 'Tippy' markets
- c) Hi-tech product markets
- d All of the above



8. Which of the following are valuable in a standards war?

- a) Competitive advantage
- b) Late mover advantage
- c) Early mover advantage
- d) Technological advantage



9. The fundamental challenge of knowledge transfer in multinational firms is:

- a) transferring explicit knowledge across borders.
- b) transferring tacit knowledge across borders.
- c) creating tacit knowledge in overseas subsidiaries.
- d) transferring tacit and explicit knowledge across borders.



 10. What potential advantages can be gained from involving overseas subsidiaries in R&D activities? a) Local subsidiaries offer financial advantages such as lower land and labour costs. b) Local subsidiaries offer access to local companies. c) Local subsidiaries offer access to technical knowledge and skills. d) Local subsidiaries offer financial advantages as well as access to local markets, technical knowledge and skills.
11. Outsourcing of innovation globally is more likely where: a) Innovations are autonomous b) Innovations are systemic c) Innovations are systemic or autonomous d) Innovations are made by service sector firms
12. The use of information and ideas protected by IPR are of
a) Cultural Value b) Social Value c) Commercial Value d) Moral value
13. The entrepreneur in an advanced economic is an individual who something new into the economy – a method of production not yet tested by experience in the branch of manufacture concerned, a product with which consumers are not yet familiar, a new source of raw material, new markets and the like.
a) Introduces B. Produced C. Reduced D'All of the above
14. The term 'Intellectual Property Right' covers
3) Copywrite
b) Know-how
c) Trade dress
d) All of the above
15. The following cannot be exploited by assigning or by licensing the rights to others
a) Patent
b) Designs
c) Trademark
d) All of the above
For Departmental use only
Max. Marks: 15 Marks Obtained: 14
Name of Evaluator: Sign. Left