



**Mangalmai Institute of Management Technology**  
Greater Noida (U.P.)



**MANGALMAY**  
INSTITUTE OF MANAGEMENT TECHNOLOGY



# **CERTIFICATION PROGRAMME**

**On**

## **Innovation, Startup and IPR**

**From**

**21<sup>st</sup> March 2023 to 9<sup>th</sup> May 2023**

**Convener: Mr. Abhay N Tripathi, Associate Professor**

**For BCA 2<sup>nd</sup> 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
14.	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



<b>Report</b>	
<b>Name of Activity</b>	Innovation, Startup and IPR
<b>Date</b>	21 <sup>st</sup> March 2023 to 9 <sup>th</sup> May 2023
<b>Venue</b>	BCA Classroom
<b>Organized by</b>	Computer Application Department
<b>Resource Person</b>	Ms. Lucky Sharma, Assistant Professor, MIET
<b>Beneficiary</b>	BCA 2 <sup>nd</sup> Semester (37 students)
<b>Convener</b>	Mr. Abhay N Tripathi, Associate Professor, MIMT
<b>Objective</b>	<ul style="list-style-type: none"> <li>• Students will be capable to taking initiatives for nurturing Innovation and creativity Through scheme for Start-UPS..</li> <li>• It consists of Embracing IPR protection and commercialization fosters innovation, growth, and long-term success within the Indian startup ecosystem.</li> </ul>
<b>Content</b>	<p>With the initiative of IQAC, Mangalmai Institute of Management and Technology organized add on certification course on “Innovation, Startup and IPR”.</p> <p>Day1: The session started with the introduction of Intellectual property Right.</p> <p>Day 2: In this session, the resource person introduce the various types of IPR TRIPS and other Intellectual Property Conventions</p> <p>Day 3: In this session, the student know the concept of World Intellectual Property Organization (WIPO) Concept of Property</p> <p>Day 4: This session was focused Concept of Invention Concept of Intellectual Property</p> <p>Day 5: Student learnt Justifications for Intellectual Property Need for Protection</p> <p>Day 6: Introduction of Technology development ,Technology management</p> <p>Day 7: The session starts with Introduction to Data analysis, Statistics, Operation and use of technological products , KGP. was discussed.</p> <p>Day 8: Resource person discussed about the Technology management using business intelligence and analytics, User experience design, innovation management and strategic management</p> <p>Day9: Database analytics and MapReduce, Hbase.</p> <p>Day 10: In this session, the resource person discusses the MapReduce, HBase</p> <p>Day 11: In this session, The basic concept of Start up eco-system in India and abroad was discussed</p> <p>Day 13: In this session, Trademark, Different kinds of trademark; essentials of good trademark; Selection of a mark was taught</p> <p>Day 14: In this session, Definition of Industrial design, Essentials and importance of design registration</p> <p>Day 15: The session ends with the discussion of copyright and elements of copyright.</p>
<b>Outcome of Activity</b>	<ul style="list-style-type: none"> <li>• The candidates will be able to know about the intellectual Property Right.</li> <li>• 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.</li> </ul>





## 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





**Mangalmai Institute of Management Technology**  
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**Certificate Template:**

	<p><b>MANGALMAI</b> INSTITUTE OF MANAGEMENT TECHNOLOGY Gr. NOIDA</p>	
<p><b>CERTIFICATE OF COURSE COMPLETION</b></p>		
<p>This is to certified the <b>MOHD FARHAN</b> student of BCA (<b>Batch: 2022-25</b>) has successfully completed <b>30 Hours</b> course on <b>“Innovation, Startup and IPR”</b> from <b>21-March-2023 to 09-May-2023</b></p>		
 <b>PRINCIPAL</b> Mangalmai Institute of Management & Technology		 <b>CONVENER</b> Mangalmai Institute of Management Technology



**Mangalmai Institute of Management Technology**  
Greater Noida (U.P.)







Course: BCA

ADD-ON COURSE QUIZ

Time: 30Min

Course Name: Innovation, Startup and IPR

Date:

Roll No:

Name: Pratima

Year/Sem: I/II

Invigilator's Sign: Neha

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. (1)
- 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. (1)
- 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.

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

- a) barriers to entry are high. (1)
- 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. (1)
- 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. (1)
- 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 (1)

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

- a) Competitive advantage
- b) Late mover advantage
- c) Early mover advantage (1)
- 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. (1)
- 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. ✓ (1)
- 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 ✓ (1)
- 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 ✓ (1)
- 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 ✓ (1)
- C. Reduced
- D. ✓ All of the above

14. The term 'Intellectual Property Right' covers

- a) ✓ Copywrite ✓ (1)
- 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 ✓ (1)
- c) ✓ Trademark
- d) All of the above

-----For Departmental use only-----

Max. Marks: 15

Marks Obtained: 15

Name of Evaluator:

*Dudley Sharma*

Sign.

*hedy.*



Course: BCA

ADD-ON COURSE QUIZ

Time: 30Min

Course Name: Innovation, Startup and IPR

Date:

Roll No:

Name: Shivan

Year/Sem: I/II

Invigilator's Sign: Nelo

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Max. Marks: 15

Marks Obtained: 14

Name of Evaluator:

*Deep Sharma*

Sign.

*Deep*





Course: BCA

ADD-ON COURSE QUIZ

Time: 30Min

Course Name: Innovation, Startup and IPR

Date:

Roll No:

Name: Tisra

Year/Sem: I/II

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Marks Obtained: 14

Name of Evaluator:

*Jully Sharma*

Sign.

*Jully*



Course: BCA

ADD-ON COURSE QUIZ

Time: 30Min

Course Name: Innovation, Startup and IPR

Date:

Roll No:

Name: Vishal Bind

Year/Sem: I/II

Invigilator's Sign: Neel

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Max. Marks: 15

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Name of Evaluator:

*Jolly Sharma*

Sign.

*Jolly*