## Dayananda Sagar College of Arts, Science, and Commerce Internal Quality Assurance Cell

FDP/ GUEST LECTURE /SEMINAR/ WORKSHOP COMMITTEE

Faculty Development Program on Entrepreneurship and Innovation Management

Date: 8/07/2024

Department: BBA/B. Com

SI. No.	Particulars	Event related Details
1.	Event*	Workshop & Faculty Development Program
2.	Title of the Event	"Entrepreneurship and Innovation Management".
3.	Date	24 <sup>th</sup> June 2024 – 28 <sup>th</sup> June 2024
.4.	Time	6:00 pm to 8:00 pm
5.	Venue/ platform	Zoom
6.	Resource Person 1 & 2 Details (Profile to be enclosed)  Day 1 24 <sup>th</sup> June 2024	Name: R Venkatesh Organization: Crescent School of Business, Chennai Designation: Faculty Area of Expertise: MBA (Innovation, Entrepreneurship and Venture Development) Personal Mobile No: Personal Email ID:  Name: Salara Hemanth Kumar Organisation: Padmashree Institute of Management Designation: Assistant Professor Area of Expertise: General Management Personal Mobile No: Personal Email ID:
7.	Topics Covered	Introduction to Entrepreneurship  Fundamentals of Innovation Management
8.	Resource Person 3 ,4 & 5 Details (Profile to be enclosed)  Day 2 25th June 2024	Name: Dr. K S Chandrashekar Organisation: MG Univeristy, Kottayam Designation: Senior Professor and Director Area of Expertise: General Management Personal Mobile No: Personal Email ID:  Name: Sangeetha Lenin Organisation: Vivekananda Educational Institutions Designation: Assistant Professor Area of Expertise: General Management

SI. No.	Particulars	Event related Details
		Personal Mobile No: Personal Email ID:  Name: Dr. Anand Kumar Choudhary Organisation: International School of Management, Patna Designation: Assistant Professor Area of Expertise: General Management Personal Mobile No: Personal Email ID:
9.	Topics Covered	Creativity and Ideation Techniques, Recent Trends and Opportunities for women in Entrepreneurs  Brainstorming: Catalyst for creativity and Innovation among entrepreneurs
10.	Resource Person 5 & 6 Details (Profile to be enclosed)  Day 3 26th June 2024	Name: Akhila N Organisation: Padmashree Institute of Management Designation: Assistant Professor Area of Expertise: General Management Personal Mobile No: Personal Email ID:  Name: Dr. Natasha P Organisation: University of Calicut, Department of Commerce and Management Studies (DCMS), Kerala Designation: Assistant Professor Area of Expertise: General Management Personal Mobile No: Personal Email ID:  Name: Dr Deepika Chowdhary Organisation: K R Mangalam University, Haryana Designation: Assistant Professor Area of Expertise: General Management Personal Mobile No: Personal Mobile No: Personal Email ID:
11.	Topics Covered	Market Research and Analysis Risk Management and Financial Planning Assessing and Mitigating Business Risks
12.	Resource Person 7 & 8 Details (Profile to be enclosed)  Day 4 27 <sup>th</sup> June 2024	Name: Dr. Pradeep P N Organisation: Centre for Entrepreneurship Development and Innovation (CEDI) Designation: Assistant Professor Area of Expertise: General Management Personal Mobile No: Personal Email ID: Name: Dr Ipseeta Nanda

SI. No.	Particulars	Organisation: Scholl of Computer Science and Engineering, IILM						
		Designation: 1	rofessor and tise: Genera ile No:	mputer Science and I Dean IQAC I Management	Engineering, IILM			
13.	Topics Covered	Legal and Regulatory Aspects of Entrepreneurship Building and Managing Startup Teams						
14.	Resource Person 9 & 10 Details (Profile to be enclosed)  Day 5 28th June 2024	Name: Dr R Satheeshkumar Organisation: Surana College (Autonomous) Designation: Professor Area of Expertise: General Management Personal Mobile No: Personal Email ID:						
		Name: Libeesh P C Organisation: CM Designation: Professor Area of Expertise: General Management Personal Mobile No: Personal Email ID:						
15.	Topics Covered	Scaling up and Growth Strategies Entrepreneurial Pitching and Presentation Skills						
16.	No. Faculty Participants (Enclose a copy of names with signatures)	Internal:	40	External:	40			
17.	No. Student Participants (Enclose a copy of names with signatures)	Internal:	0	External:	0			
18.	Faculty Convenor/s	Full Name: Pro Department: E Designation: A Full Name: Pro Department: E Designation: A	BBA/B.COM ssistant Prof of. Rekha M P BBA/B.COM	essor				
19.	Faculty Coordinator/s	Full Name: Prof. Parimala R Department: BBA/B.COM Designation: Assistant Professor						
20.	Student Coordinator/s	Full Name: NA Register No: Course, Semester & Section:						
21.	Total Expenditure (Details to be enclosed)	NA NA						
22.	Sponsors and Amount (if any)	NA						

SI. No.	Particulars	Event related Details
23.	Agenda of the Event (Attach a copy)	Schedule Attached
24.	Provide the link of the report uploaded on College Website	
25.	Provide the links of the report uploaded on social media	NA
26.	Report sent to Newspapers? If yes, provide cuttings/images:	https://www.hindustantimes.com/brand-stories/online-workshop and-faculty-development-program-on-entrepreneurship-and- innovation-management-101718790619559.html
27.	Certificates Printed? (Attach a copy**)	Yes
28.	Feedback Collected? (Attach a copy**)	Yes
29.	Attendance Sheet Attached?*	Yes
30.	Summary of the Event (Around 100 words)	Department of BBA/ B. Com in Collaboration with CMAOI (Commerce and Management Association of India) conducted Five Days Faculty Development Program on "Entrepreneurship and Innovation Management" from 24th June 2024 to 28th June 2024 Via Zoom Platform. 40 faculties from various institutions have registered for the program. The programme was inaugurated in the evening at 6pm by the Convenors and Dr. Aamir Junaid Ahmed, Secretary CMAoI Association, Vice principal Prof Hemant Uppala, IQAC Director Prof Gurunath and HODs of BBA and B.COM Department. He highlighted the importance and objectives of organizing faculty development programmes on Entrepreneurship and Innovation Management. He emphasized that FDP's focuses on enhancing functional area expertise by improving Entrepreneurship among all. Each Session was chaired by Different Professors, Dean BOS members form different University Across India. The session started with brief introduction about Entrepreneurship and highlighted understating of Entrepreneurial mindset, Types of Entrepreneurships, Social, Corporate and Small Business. Second Resource Person highlighted the Fundamentals of Innovation Management, Importance of Innovation in Business Innovation Process, Ideation to Implementation. Each Five Days Different Innovative Topics were covered by the Resource Persons. The FDP was concluded which was presided by Prof. Rekha M P HOD, BBA thanking the resource person for their valuable insights and thanking the participants. The outcome of this program is expected to enhance the skills, knowledge and effectiveness of faculty members and professionals in the field of entrepreneurship.
31.	Photographs of the Event (About 5 relevant, clear, and appropriate photos with title and explanation.	Yes, Attached

SI. No.	Particulars	Event related Details
	The jpg files need to be attached)	

#### Notes:

- Seminar / Webinar / Workshop / Symposium / Conference / Cultural Fest / Quiz / Sports / Literature Fest, etc.
- \*\* Format Copy need to be attached and hard copy need to be filed
- \*Original sheet needs to be filed and scanned copy should be attached PS:
  - Whichever column is not applicable, write as NA.
  - If the nothing is done / gained / spent, write as No/Nil.

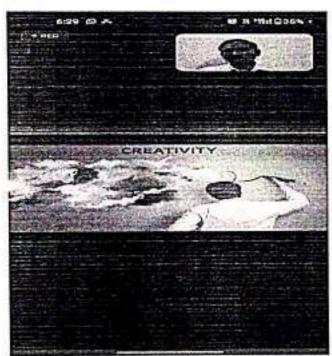
Event Coordinator

HOD BBA

нор в сом

IQAC Coordinator

Vice Principal

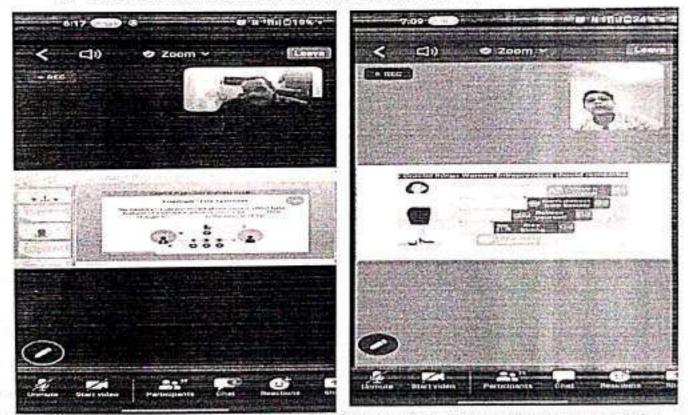




Pic-1& 2 Dr R Venkatesh Addressing the Participants



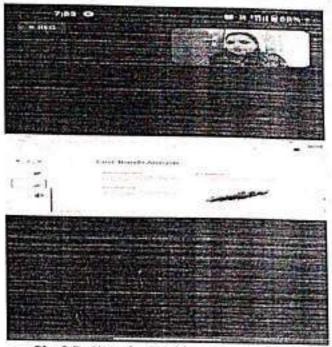
Pic - 3 & 4 Prof. Salara Hemanth Kumar Addressing the participants



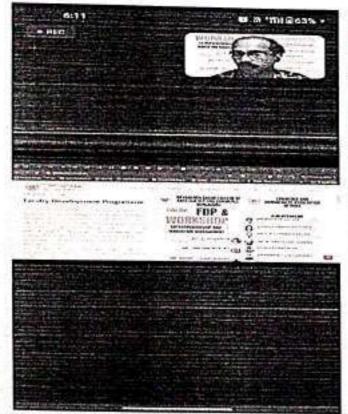
Pic -5: Dr K S Chandrashekar addressing the participants; pic -6: Ms Sangeetha Lenin Addressing the participants



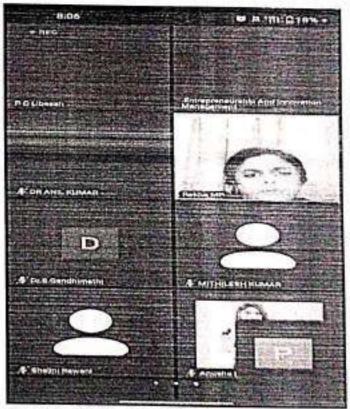
Pic 7: Ms Akhila N addressing the participants



Pic:8 Dr Natasha P Addressing the participants



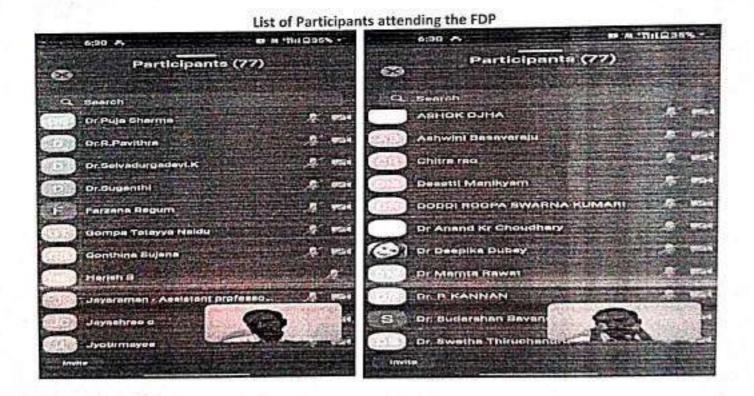
Pic: 9 Dr Pradeep P N addressing the participants

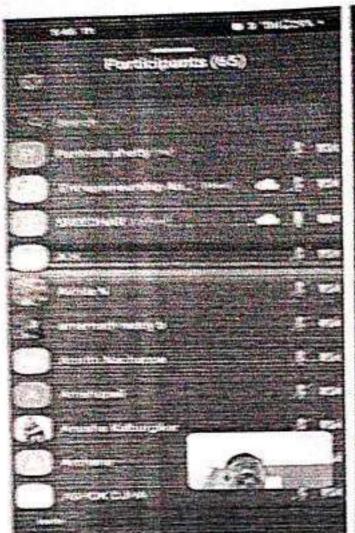


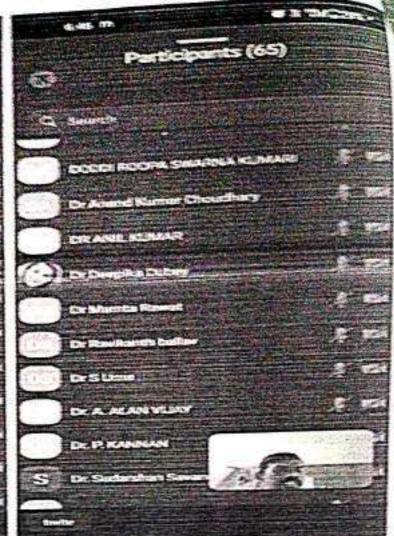
Pic:10 Prof. Rekha M P Delivering Vote of Thanks



Pic:11 Newspaper Clippings









WORKSHOP & FACULTY DEVELOPMENT PROGRAM

24 - 28 JUN, 2024 6:00PM - 8:00PM

Registration Fee

Rs 500
(for working professionals)

Rs 250
(for students)

# ENTREPRENEURSHIP AND INNOVATION MANAGEMENT

# Message From The Convenor

We are thrilled to invite you to an online Faculty Development Program and Workshop on "Entrepreneurship and Innovation Management," organized by the Commerce and Management Association of India (CMAoI) in collaboration with Dayananda Sagar College of Arts, Science and Commerce, Bengaluru. Join us for sessions with esteemed speakers covering key topics like the entrepreneurial mindset, innovation management, business models, market research, risk management, and growth strategies. This event promises valuable insights, practical strategies, and excellent networking opportunities.



#### DR. AAMIR JUNAID AHMAD

Secretary CMAol Association Assistant Professor, MACET Patna TEDx Speaker | Featured in FORBES | Times Excellence Awardee

#### ABOUT DSCASC

Dayananda Sagar College of Arts Science and Commerce (DSCASC), which runs under the Dayananda Sagar Institutions is one of the oldest degree colleges in Bengaluru and is affiliated with Bangalore University. It has a legacy of creating many outstanding individuals who contributed to society in various fields. The college's ideologies emphasize developing students' critical thinking skills and senses to transform them into socially progressive and responsible individuals. The students are guided to reach their full potential through a cultural, scientific, and pedagogical strategy designed for growth, as part of a holistic developmental approach. In this regard, students are provided with a challenging academic atmosphere, well-equipped lecture halls and laboratories, libraries, computer facilities, and our high-quality teaching team.

#### ABOUT CMAOL

CMAol is a distinguished professional organization committed to advancing education and research practices across India and abroad. Our foundation is rooted in the mission to cultivate the growth and development of professionals across diverse domains. CMAol stands as a dynamic platform for fostering networking, facilitating knowledge-sharing, and encouraging collaboration within the realm of commerce, management and technology.

Our esteemed association boasts a membership of over 150 individuals, encompassing leaders from various domains, including Heads of Departments from renowned colleges and universities, as well as professionals from the industry. Join us in shaping the future of commerce, management and technology through collective expertise and shared vision.

#### ABOUT PROGRAMME

The Faculty Development Program (FDP) and Workshop is a structured initiative aimed at enhancing the skills, knowledge, and effectiveness of faculty members and professionals in the field of entrepreneurship. This program focuses on improving teaching and learning methods, advancing research capabilities, and fostering overall professional development.

Tailored for academic educators and industry professionals, this FDP emphasizes critical areas such as entrepreneurial mindset, innovation management, business model development, market research, financial planning, legal aspects, and emerging technologies. The program also delves into creativity and ideation techniques, risk management, team building, and effective pitching skills.

Notably, this initiative is an invaluable resource for individuals aspiring to pursue advanced academic degrees like a Ph.D. or M.Phil., providing a comprehensive foundation for their academic and professional growth. Participants will gain practical insights and strategies that are essential for excelling in entrepreneurial ventures and innovation management.

#### OBJECTIVE

- Understand the entrepreneurial mindset and different types of entrepreneurship.
- Learn the importance of innovation in business and the innovation process.
- Master the Business Model Canvas and study successful business models.
- Develop creativity through brainstorming methods and design thinking.
- Explore recent trends and opportunities for women in entrepreneurship.
- Conduct market research and identify market opportunities.
- · Learn customer validation techniques.
- Understand risk management and financial planning for startups.
- Navigate legal and regulatory aspects of entrepreneurship.
- Learn team dynamics and leadership in startups.
- Explore emerging technologies to enhance startup tactics.
- Develop strategies for scaling up and growth.
- Compare organic vs. inorganic growth models.
- Learn about internationalization and entering global markets.

#### KEY TAKEAWAY

- Connect with industry experts, peers, and like-minded individuals.
- Gain access to video recordings of all workshop sessions for future reference.
- Receive an electronic certificate upon completion of the program, validating your participation and skills acquired.
- Opportunity to join the lifetime membership of the Commerce and Management Association of India (CMAoI), unlocking further benefits and networking opportunities within the association.

#### REGISTRATION FEE

The registration fee for the workshop and Faculty Development Programme is Rs 500 for working professionals and Rs 250 for students.

# WHO SHOULD ATTEND

- Aspiring entrepreneurs looking to start their own ventures.
- Current business owners aiming to innovate and grow their enterprises.
- Students interested in entrepreneurship and innovation.
- Faculty members and educators seeking to enhance their knowledge in these areas.
- Industry professionals involved in business development and management.
- Startup enthusiasts eager to learn practical strategies and skills.
- Corporate executives looking to foster an entrepreneurial mindset within their organizations.
- Innovators and creative thinkers wanting to apply new methodologies.
- Investors and stakeholders interested in understanding entrepreneurial dynamics.
- Anyone keen on networking with like-minded individuals and experts in the field of entrepreneurship and innovation management.

#### CHIEF PATRON



# DR. K. SUGANTHI

Principal Vivekananda College Of Arts And Science For Women, (Affiliated To Annamalai University). Tamil Nadu, India Lifetime Member of CMAol Association

#### PATRON



# DR IPSEETA NANDA

Professor and Dean IQAC. School of Computer Science and Engineering, IILM University, Greater Noida, UP, India Lifetime Member of CMAol Association

#### ADVISOR



# DR. UMA NAGARAJAN

Associate Professor Birla Institute of Technology And Science, Pilani Lifetime Member of CMAoI Association

#### CONVENORS



# DR. AAMIR JUNAID AHMAD

Secretary CMAoI
Assistant Professor, Department of CSE, MACET, Patna, Bihar
TEDx Speaker | Featured in FORBES | Times Excellence Awardee



# MR. MURUGESHA B N

Asst Professor and HOD Department of BCOM, Dayananda Sagar College of Arts, Science and Commerce, Bengaluru



# PROF. REKHA M P

Asst Professor and HOD
Department of BBA, Dayananda Sagar College of Arts, Science and
Commerce, Bengaluru
Lifetime Member of CMAoI Association



## R. VENKATESH

Faculty - MBA (Innovation, Entrepreneurship and Venture Development) Crescent School of Business, Chennai Lifetime Member of CMAol Association



#### SARALA HEMANTH KUMAR

Asst Professor, Padmashree Institute Of Management And Sciences, Department of Management, Karnataka Lifetime Member of CMAol Association



#### DR K S CHANDRASEKAR

Senior Professor (HAG) & Chairman-BOS in Business Management, University of Kerala, Kariyavattom, Kerala, Chairman-BOS in Management (PG), MG University, Kottayam Lifetime Member of CMAoI Association



## SANGEETHA LENIN

Asst Professor, Vivekanandha Educational Institutions. Department of MBA, Tamil Nadu Lifetime Member of CMAol Association



## AKHILA N

Asst Professor, Padmashree Institute Of Management & Sciences, Department of Commerce And Management, Karnataka, Lifetime Member of CMAol Association



# DR ANAND KUMAR CHOUDHARY

Asst Professor, Marketing, International School Of Management, Patna Lifetime Member of CMAol Association



## DR NATASHA P

Asst Professor, University Of Calicut, Department Of Commerce And Management Studies (DCMS), Kerala Lifetime Member of CMAoI Association



## DR. PRADEEP P N

Asst Professor, Dept. of Commerce and Professional Studies. Coordinator, Centre for Entrepreneurship Development and Innovation (CEDI). Convener, Institution's Innovation Council. Nodal Officer, IEDC, KSUM-RCSS. Manager, Gyanprayag Incubation Centre. Lifetime Member of CMAoI Association



#### DR IPSEETA NANDA

Professor and Dean IQAC, School of Computer Science and Engineering, IILM University, Greater Noida, UP, India Lifetime Member of CMAoI Association



# DR R SATHEESHKUMAR

Professor, Surana College (autonomous), Department Of MBA And Research Centre, Tamil Nadu Lifetime Member of CMAoI Association



## LIBEESH PC

Asst Professor, CMR Institute Of Technology, Department of MBA, Bangalore Lifetime Member of CMAoI Association



# DR DEEPIKA CHAUDHARY

Asst Professor, School Of Management And Commerce, K R Mangalam University, Haryana, India Lifetime Member of CMAol Association

DATE	TOPIC	SPEAKER	
24 June (6 PM - 7 PM)	Introduction to Entrepreneurship Understanding the Entrepreneurial Mindset Types of Entrepreneurship: Social, Corporate, Small Business	R. Venkatesh	
24 June (7 PM - 8 PM)	Fundamentals of Innovation  Management Importance of Innovation in Business Innovation Process: Ideation to Implementation	Dr Sarala Hemanth Kumar	
25 June (6 PM - 6:40 PM)	Business Model Canvas Components and Application in Entrepreneurship Case Studies on Successful Business Models	Dr K S Chandrasekar	
25 June (6:40 PM - 7:20 PM)	Creativity and Ideation Techniques Design Thinking for Innovation  Recent trends and opportunities for women in entrepreneurship	Sangeetha Lenin	
25 June (7:20 PM - 8 PM)	Brainstorming: Catalyst for creativity and innovation among entrepreneurs.	Dr Anand Kumar Choudhary	
26 June (6 PM - 6:40 PM)	Market Research and Analysis Identifying Market Opportunities Customer Validation Techniques	Akhila N	

26 June (6:40 PM - 7:20 PM)	Risk Management and Financial  Planning  Assessing and Mitigating Business Risks  Financial Forecasting for Startups	Natasha P
26 June (7:20 PM - <u>Risks</u> 8 PM)  Assessing and Mitigating Business Risks		Dr Deepika Chowdhary
27 June (6 PM - 7 PM)	Legal and Regulatory Aspects of  Entrepreneurship  Business Registration and Compliance Intellectual Property Protection	Dr. Pradeep P N
27 June Recruiting, Motivating, and Retaining (7 PM - 8 PM) Team Dynamics and Leadership in Startups		Dr Ipseeta Nanda
28 June (6 PM - 7 PM)	Scaling Up and Growth Strategies Expansion Models: Organic vs. Inorganic Growth Internationalization and Global Market Entry	Dr R Satheeshkumar
28 June (7 PM - 8 PM)	Entrepreneurial Pitching and Presentation Skills Crafting Effective Pitches Engaging Investors and Stakeholders	Libeesh PC

		Feedback	from the	Participants - DAY 1	8 150	1000
manufacture of the second second second	Email Address	Your Full Name	How helpful was the session?	What is one thing you found most helpful?"	How could this workshop be improved for the future?	Any other comments or suggestions?
6/24/2024 18:20:54	yashyashas89@gmail.com	Yashasai H.R	5	Examples	It is fine	
	Bly@drigpasc.oc.in	Dr.J.Lity	5	Informative	Can update with latest information	ter
6/24/2024 18:21:06	shwethesp@dayanandasagar .edu	shwetha S P	4	About Entrepreneurships	for Start ups	
6/24/2024 18:21:46	akki prakash@gmail.com	Akhila N	3	About entrepreneurship	Yes	NE .
6/24/2024 18:22:38	pkannan.renu@gmail.com	Dr. P. KANNAN	5	To get idea for startup	To arange our college	Good
6/24/2024 18:23:48	anitheananth7@gmail.com	Anitra A	5	Speakers knowledge	Diverse topics	No
5/24/2024 18:24:10	saurav.sandesh1981@gmail. com	Sauray Sandesh	4	Content and Mode of Explanation	Audio may be more clear and loud	
	mukesh- bbabcom@dayanendasagar. edu	MUKESH SONI	5	Creativity and innovation	by applying in profession	
6/24/2024 18:45:54	shytaja yrs@gmail.com	Shylaja N	4	Innovation of ready to eat loods	Programme Book	Nothing
5/24/2024 18:57:49	mukashdhatunde@gmait.com	Mukesh Dhatunda	5	Innovative ideas	Yes	No
6/24/2024 18:57:49	rajinaga2022@gmail.com	NAGARAJESWA RIM	5	Session is filled with wonderful examples	R's good	No.
18:58:15	parlmalashetty595@gmail.co m	Parimala R	5	Keep it simple	Smart work	No
6/24/2024 A 18:58:26	kalımuthusujanias@gmail.co m	Dr M Kalimuthu	5	Entrepreneurial Innovation	Need Research based tips	Very good initiative gohea
6/24/2024 18:58:56 s	stella.jesus22@gmail.com	Dr.G.Stella	5	Entrepreneurship ideas	Good	Next Workshop on AMOS

6/24/2024 18:58:59	dsjbs@dayerrandasagar.edu	Shalm Kuman Rawani	3	Importance of being creative and innovative Latest improvements and		NO
	kshobana787@gmail.com	Dr.K.Shobana	5	how to improve the business	By increasing hours	Thank you
6/24/2024 19:00.48	taseehabegum2005@gmail. om	Fasecha Begum	4	Creasive	Yes	Very informative session
6/24/2024 19:00:57	yogahmics2012@gmail.com	YOGANAND S	84	Entrepreneur	To become entrepreneur	Good insisative
6/24/2024 19:00:58	yotimayna pali@kitac.in	Jyošimayee Pati	5	Crearing basics	Post completion of the entire session can be shared	It's going Good
5/24/2024 19:01:12	parminder_dec83@yahoo.co	Parminder Keur	6	Learning techniques	Siring recent current topics like finance, leadership	Very usäful session
	megharia- bcom@dayanandasagar.edu	Meghana C	4	Identify the problem and provide a Creative solutions for the problem	Everything was very gold.	
5/24/2024 19:01:16	hodbcom- dscasc@dayanandasagar.od u	MURUGESHA B N	5	The examples were very helpful	It made me to think about future	
	sudarshan- bcom@dajanandasagar.edu	Dr. Sudarahan S. Savanour	á	The examples	Usage of videos or case templates	
5/24/2024 19:01:51	гекћађађи тріју дтві сот	Rokha M P	4	How to be an	If helped me to prepare mystelf and share the information to my students to become the intrepreneur	Fruttul Session
19:03:52		V V S & Bangur Raju	5	Innovation, Creativity and Innovation, Creativity and Inthinking out of the box.	lo considerable sug	pestions

19:04:42	sangidsagar@gmail.com	SANGEETHA DAYANAND	4	All	Irs good	It's good
6/24/2024 19:05:00	swama3007@gmail.com	DODDI RDOPA SWARNA KUMARI	5	The way he give	Maximum extent	We enjoy this session
6/24/2024 19:05:59	rkrajnish77@gmail.com	RAJNISH KUMAR JHA	5	R VENKATESH SPEECH	NO SUGESSTION BECAUSE YOUR WORKSHOP IS ALREADY GOOD	NO
6/24/2024 19:07:02	vinuthakumar20@gmail.com	VINUTHA K	4	Innevation	Ai	Na
6/24/2024 19:07:22	sdc hoorpervez@sriprakash.o rg	Mohammad Hoor Parvez	5	Very insightful and creative	It was really good	
8/24/2024 19:03:45	kavyar- bba@dayanandasagar.edu	Kavya R	5	provided very good insights	It was apt	1.
8/24/2024 19:09:20	lkrishna.vamsi@gmail.com	L Vamsi Krishna	5	Good session	Good	
5/24/2024 19:14:10	laltha2708@gmail.com	Laitha	5	Regarding company	Good	No
6/24/2024 19:14:26	pavithraspb1234@gmail.com	Dr.R.Pavithra	5	Accepting resity	More specific	Good
6/24/2024 19:18:07	anidebyanisahsan@gmail.co m	Dr Anii kumar	5	Very Inspiring	Definitely adds up to the confidence and to continue with the idea	Great
6/24/2024 19:34:22	reshmimedhva@gmail.com	Rashmi M Umanji	5	Knowledge of ontrepreneurship	Helpful in motivating students to start their own ventures	Good
5/24/2024 19:44:44	hiboatosu@gmall.com	Atosu Hibo	5	Good examples cited	No comments	
5/24/2024 19:48:12	amrithacs123@gmail.com	Amritha C S	5	innovation process n also great examples	COUNTY OF THE PARTY	