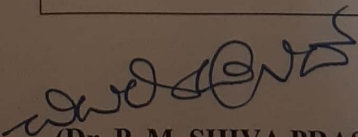


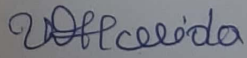
TERESIAN COLLEGE

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PROGRAMME REPORT

Name of the Department(s)	: Department of Commerce (UG & PG)
Name of programme organised	: Seminar
Programme title	: Two-day International Seminar on Innovations and Research in Entrepreneurship
Date(s) of programme	: 23-04-2024 and 24-04-2024
Venue	: Ave Maria Golden Jubilee Auditorium and Conference Hall, Teresian College, Mysuru
Number of participants	: 347
Objectives of the programme	: <ul style="list-style-type: none">• To analyse trends in entrepreneurial innovation.• To discuss methodologies and approaches in entrepreneurial research.• To evaluate government policies and programmes towards entrepreneurship.
Programme outcomes	: <ul style="list-style-type: none">• Participants gained a deeper understanding of the latest innovations and research trends in entrepreneurship.• The Seminar inspired participants to pursue entrepreneurship as their career.• Delegates were motivated to conduct research in the field of entrepreneurship.
Summary of programme	: The seminar focused on two main themes: role of innovation in entrepreneurship and importance of research in driving entrepreneurial success. The seminar emphasised the critical role of innovation, discussion on emerging trends, creative problem-solving techniques, and the impact of government policies on fostering innovation and research in entrepreneurship. 168 delegates presented their papers. The seminar also featured discussions on bridging the gap between theory and practice, with a particular emphasis on global perspectives and interdisciplinary collaboration.
Convenor	: Dr. Veena M. D'Almeida
Organising Secretary	: Dr. P. M. Shiva Prasad
Committee Members	: Mr. Arun Devapura W. Ms. Tanuja S. Mrs. Megha Urs L. Mrs. Sahana C. R. Mrs. Shambavi S. Ms. Anusha G. R. Ms. Sanchitha M. S. Mrs. Rashmi P. Sr. Sowmyalatha


(Dr. P. M. SHIVA PRASAD)
Organising Secretary


(Dr. VEENA M. D'ALMEIDA)
Head of the Dept. of Commerce,
Teresian College
Mysore-570011


(Dr. C. JEYANTHI)
PRINCIPAL
TERESIAN COLLEGE
MYSORE - 570.011

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Photographs:

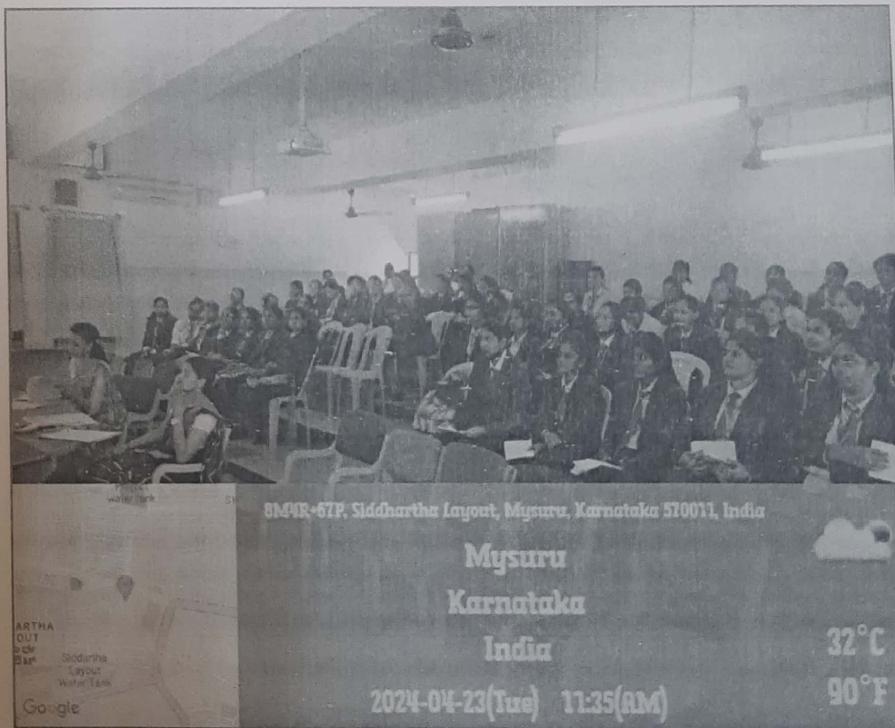
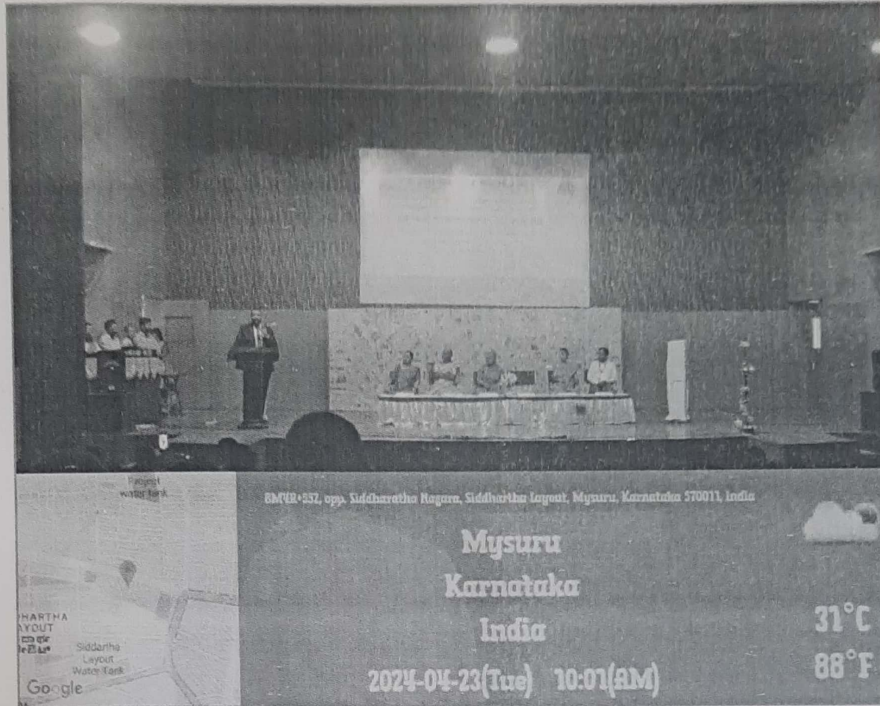


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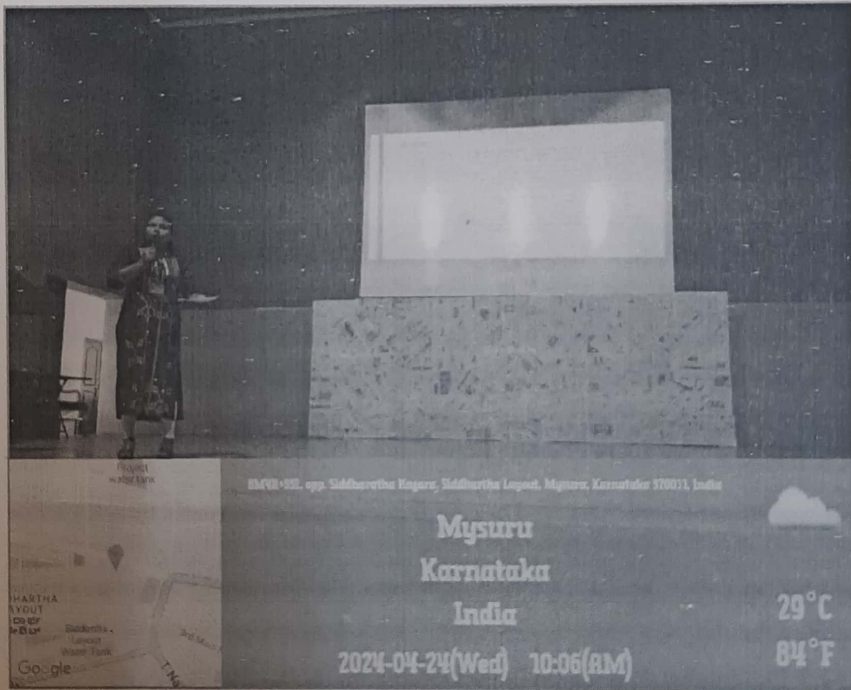
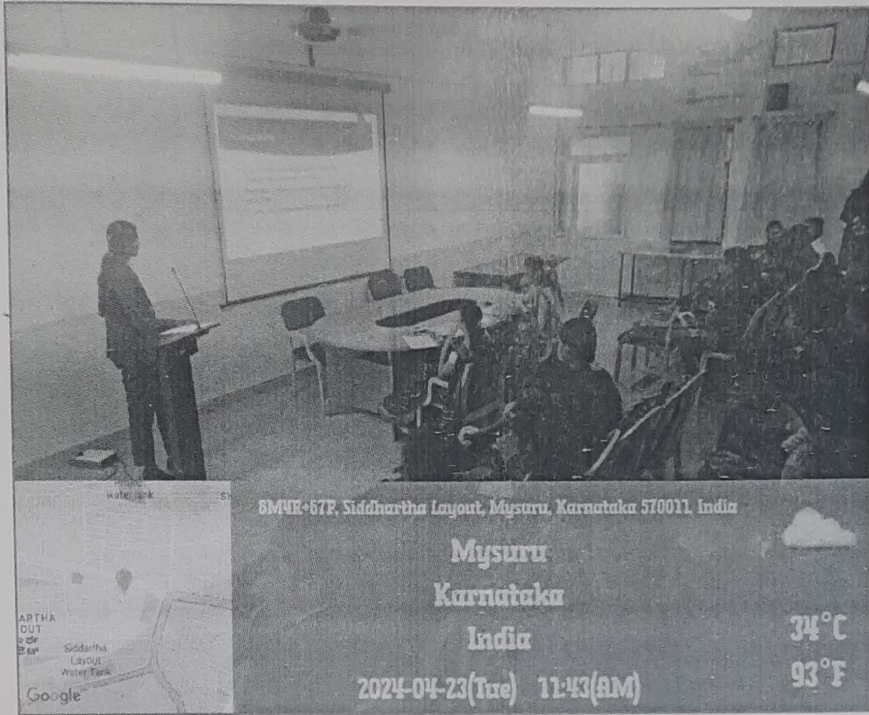


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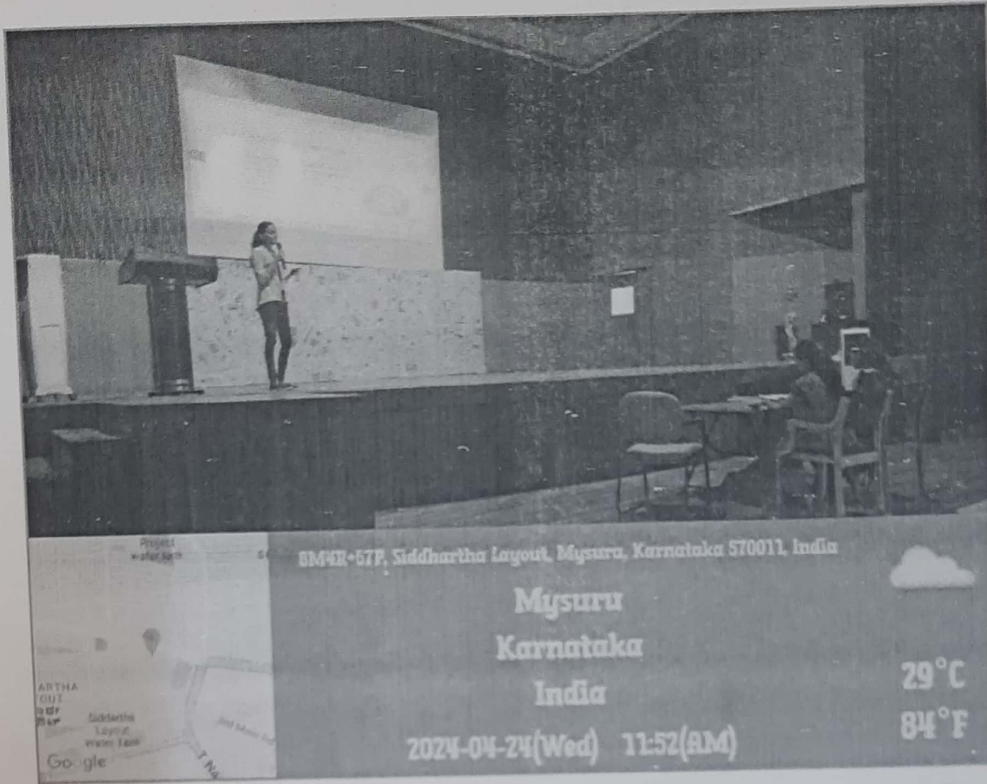


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PATRONS

Dr. Sr. Juanita, Director
Dr. Sr. Rohini, Financial Administrator
Dr. C. Jeyanthi, Principal

CONVENOR

Dr. Veena M. D'Almeida
Associate Professor, Department of Commerce
Teresian College, Mysuru

ORGANISING SECRETARY

Dr. P. M. Shiva Prasad
Assistant Professor, Department of Commerce
Teresian College, Mysuru

CO-ORDINATORS

Mr. W. Arun Devapura
Ms. S. Tanuja
Mrs. Megha Urs
Mrs. Sahana
Mrs. S. Shambavi
Ms. Anusha
Mrs. Sanchitha
Mrs. Rashmi
Sr. Sowmyalatha

VENUE

**Ave Maria Golden Jubilee
Auditorium
Teresian College, Mysuru**

CONTACT

+91 94803 26953



TERESIAN COLLEGE

(Affiliated to University of Mysore and
Re-accredited by NAAC at 'A+' Grade in IV Cycle with CGPA 3.45)

Bannur Road, Siddarthanagara, Mysuru - 570 011



**"TWO-DAY INTERNATIONAL SEMINAR ON
INNOVATIONS AND RESEARCH IN ENTREPRENEURSHIP"**

**Organised by
DEPARTMENT OF COMMERCE (UG & PG) and IQAC**

On

23rd & 24th April, 2024

BROCHURE

Innovation and research are the cornerstones of entrepreneurial success in the ever-evolving business landscape. It is the lifeblood of entrepreneurship, driving advancements that disrupt industries and create new market opportunities. It encompasses the development of new products, services, processes, and business models that meet evolving consumer needs and preferences. In the competitive business environment, innovative entrepreneurs stand out, continuously pushing boundaries to achieve success.

Research provides entrepreneurs with valuable insights into market trends, customer behavior, and emerging technologies. By leveraging research findings, entrepreneurs can make informed decisions, identify untapped opportunities, and mitigate risks. Whether it's conducting market research, analysing competitor strategies, or exploring technological advancements, research equips entrepreneurs with the knowledge needed to navigate complex business environments.

Innovation fuels business growth by enhancing competitiveness, increasing efficiency, and fostering creativity. Entrepreneurs who prioritise innovation can differentiate their offerings, attract new customers, and expand into new markets. From developing ground breaking technologies to implementing agile business processes, innovation is key to unlocking growth opportunities and sustaining long-term success.

Research-driven entrepreneurship involves gathering and analysing data to make strategic business decisions. By conducting thorough market research, entrepreneurs can identify niche markets, understand consumer preferences, and tailor their offerings accordingly. Additionally, research enables entrepreneurs to stay ahead of industry trends, anticipate market shifts, and adapt their strategies proactively.



The entrepreneurial process is largely embedded in a given social and economic context. By way of example, we all know that enterprise processes in developing countries or countries in transition are quantitatively and qualitatively different from what can be observed in developed countries. Consequently, entrepreneurship can be studied in different types of economic and cultural contexts and at multiple levels (individual, firm, industry, and region). In such diversity, the seminar aims to address and discuss key questions like the training, education and preparation of entrepreneurs, the environment of entrepreneurship, Entrepreneurial activity, Entrepreneurial productive and performance-related dimensions.

The Seminar also aims at inspiring participants to embrace entrepreneurship as a pathway to personal and professional fulfillment, provide practical insights and strategies for launching and scaling successful ventures and empower participants with the knowledge, skills, and confidence to pursue their entrepreneurial dreams.

ABOUT US

Teresian College was established by the Carmelite Sisters of St. Teresa (CSST) in 1963 with the objective of empowering students indiscriminate of caste, religion and merit through value-based education. The College is re-accredited by NAAC with 'A+' grade with a CGPA on 3.45 in IV Cycle. The Bachelor of Commerce (B.Com.) was started in 1981. The department has spread its wings by introducing Bachelor of Business Administration (B.B.A) in the year 2005, Master of Commerce (M.Com) in the year 2011 and Ph.D. in Commerce in the year 2020. The Department is well equipped with qualified teaching staff, latest edition books and digital library. State-of-the-art computer lab with internet facility is available.

ABOUT MYSURU

Mysuru city is one of the famous historical, educational, industrial and tourist centres of India. It has served as the capital of Kingdom of Mysuru for nearly six centuries from 1399 to 1956. The city is a host for tourist places like, Mysuru Palace, St. Philomena's Church, Mysuru Zoo, Sri Chamundeshwari Temple, Chamarajendra Art Gallery and so on. The nearby tourist places are: Brindavan Gardens (20 Kms), Ranganathittu Bird Sanctuary (17 Kms), Srirangapattana (20 Kms) (Daria Daulat, Sri Ranganatha Temple, Jamia Masjid, Balmuri Falls, Sangama, etc.), Sri Najundeshwara Temple at Nanjangud (23 Kms) and Somanathapura (35 Kms).

Mysuru is home to several educational and research institutes of national importance. Mysuru houses universities like University of Mysore,

Karnataka State Open University, Karnataka State Dr. Gangubhai Hangal Music and Performing Arts University, JSS Academy of Higher Education and Research (deemed university), and JSS Science Technology University. Research institutes like Defence Food Research Laboratory, All India Institute of Speech and Hearing, Central Food Technology and Research Institute are located in the city. Mysuru has many Degree, Engineering, Medical, and Polytechnic Colleges.

Mysuru is also called as an industrial hub with a number of industrial areas hosting companies like Infosys, TCS, Larson and Toubro and soon. Mysuru is well connected by road and rail. Mysuru is 140 Kms from Bengaluru, the state capital of Karnataka.

OBJECTIVES

The objectives of the seminar are as follows;

- To enable the students towards entrepreneurial career.
- To expose the students to the entrepreneurship development process and equip them to develop vision, strategy and structure for entrepreneurship development.
- Provide a platform for the students to present their views on entrepreneurship.

THEMES

The broad themes are listed below;

- Entrepreneurship - Concept & Present Scenario
- Types of Entrepreneurship
- Entrepreneurial Competencies
- Identification and Selection of Potential Entrepreneurs
- Business Environment Scanning
- Business Plan Preparation
- Business Opportunity Identification
- Role of Supporting Agencies in Startups
- Role of Government in Entrepreneurship
- Dynamics of entrepreneurial processes
- Entrepreneurship and economic development
- Entrepreneurship and growth
- Entrepreneurship and social justice
- Entrepreneurship education and training
- Entrepreneurial finance and micro-credit

REGISTRATION

Registration shall be made by submitting the duly filled-in registration form. There is no registration fee. The delegates are provided with a participation certificate

