



SCHOOL OF COMMERCE  
&  
MANAGEMENT STUDIES  
DAYANANDA SAGAR UNIVERSITY

FACULTY DEVELOPMENT PROGRAM  
ON  
“INNOVATION & ENTREPRENEURSHIP”

3<sup>rd</sup> OCTOBER, 2018

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## ABOUT DAYANANDA SAGAR UNIVERSITY

Dayananda Sagar University with its legacy of over more than five decades imparting higher education on par with global standards in various disciplines offers undergraduate and post graduate programs in commerce and management. The School provides a rich learning environment with world class infrastructure together with top class faculty team to develop and hone the managerial and leadership abilities of its students through a rich portfolio of pedagogical tools. Class room instruction, case-based discussion, role plays, film-shows, games, on field projects and company internships, besides guest lectures and seminars by industry experts are the many ways the students learn the fundamentals and advanced concepts in commerce and management education.

## ABOUT FDP ON INNOVATION & ENTREPRENEURSHIP

Entrepreneurship has different dimensions of taking its shape over a period of time irrespective of the uncertain factors. The entrepreneurial culture is very much influenced by the innovative ideas and practices which keep budding in day today business environment. The inventive and innovative cognizance keeps thinking of how differently the idea can be presented and later put into the implementation mode. The ideas can vary from person to person and business to business based on the need, funding sources and so many internal and external factors which portray the realization of the business venture. The entrepreneurial minds are workshops for trying transformational and strategic viewpoint for the organizational success. The organizational success can only be built upon the combination of innovation and entrepreneurial venture involving the stakeholders in the process. This FDP on innovation and entrepreneurship would give the participants an insight into the fact of combining innovation and entrepreneurship in generating the promising entrepreneurs in becoming a part of start-up culture. This would also absorb the qualities in the commerce and management Faculty of entrepreneurship culture and involve various thoughts in handling the sessions enthusiastically

### REGISTRATION FOR FDP:

Registration Fee (In Rupees)  
Academicians:1000/-  
PhD Scholars:1000/-  
Others: 1000/-  
DSU/DSI Faculty: 600/-

### Fee can be paid in the following mode:

Cheque/DD should be drawn in favour of 'Dayananda Sagar University' payable at Bangalore.

Online Payment Details:

Account Name: Dayananda Sagar University

A/c no: 100044771729

IFSC code: INDB0000166

Bank: IndusInd Bank

Branch: Malleshwaram

Support can be given for outstation participants in arranging their accommodation, in case required, on additional payment.

The Registration Fee includes Registration Kit, tea / coffee, lunch and certificate.



## OBJECTIVES

- Create an awareness of the need and importance of entrepreneurship.
- Impart knowledge and skills through diverse training methods to inculcate the spirit of entrepreneurship.
- How to seek entrepreneurial opportunity and developing the entrepreneurial and professional mind set among the teachers.
- To motivate the students to choose entrepreneurship as their career choice.
- Role of innovation in entrepreneurship and how to be creative and the process of creativity.
- Guidance on preparing the feasible and viable business model.

## OUTCOME OF THE FDP

- Knowing the importance of entrepreneurship and entrepreneurial mind set in the workplace.
- Ways and means of converting the workable idea into viable business idea.
- Impart knowledge to the students to develop the business model canvas.

## ADVISERS

**Dr. A. N. N. Murthy**

Vice Chancellor

**Prof. Janardhan R.**

Pro Vice Chancellor

**Dr. Puttamadappa C**

Registrar

**FDP Director - Dr. Punith Cariappa, Dean - SCMS**

**FDP Coordinators:**

**Dr. N. Anitha**

**Dr. Anni Arnav**

**For any query, please contact:**

**School of Commerce and Management  
Studies**

Dayananda Sagar University

6th Floor, Building No. 13, Shavige Malleshwara Hills, 1st Stage,  
Kumaraswamy Layout, Bengaluru, Karnataka 560078.

Telephone: 080-42161458

E-mail: entfdp18scms@gmail.com

| Time                  | Session  | Resource Person  | Topics Covered   |
|-----------------------|--|--|--|
| <b>9.00 - 9.30 am</b> | <b>REGISTRATION</b>  |  |  |
| 10.00 -11.30 am       | <b>Session 1</b><br><br>Creative learning skills in Entrepreneurship         | Dr. S Chittibabu<br>M.Tech , PhD<br>Director – Master Minds, Skill Development Academy, Tanjore.       | <ul style="list-style-type: none"> <li>- Techniques and exercises on fast reading</li> <li>- Advanced mind maps and memory techniques</li> </ul>   |
| <b>11.31-11.45 am</b> | <b>TEA BREAK</b>   |  |  |
| 11.46 – 1.15 pm       | <b>Session 2</b><br><br>Entrepreneurship Skills in Class Room                | Dr. S Chittibabu<br>M.Tech , PhD<br>Director – Master Minds, Skill Development Academy, Tanjore.       | <ul style="list-style-type: none"> <li>- Chunking for Easy Learning and Creativity</li> <li>- Monitoring and Control of Procrastination</li> <li>- Powerful Learning Habits</li> </ul>   |
| <b>1.16 - 2.00 pm</b> | <b>LUNCH BREAK</b>   |  |  |
| 2.01 pm to 3.30pm     | <b>Session3</b><br><br>Innovation and Entrepreneurship                       | Dr. N. Anitha<br>B.Tech, MBA, PhD<br>Associate Professor,<br>Dayananda Sagar University,<br>Bengaluru. | <ul style="list-style-type: none"> <li>- Why creativity is so crucial for Entrepreneurs?</li> <li>- Creativity Process</li> <li>- Linkage between Creativity, Innovation and Entrepreneurship</li> <li>- Frame Based Thinking</li> <li>- How to stimulate the thinking process</li> <li>- Role of Innovation in Entrepreneurship</li> <li>- Business Model Canvas</li> </ul> |
| 3.31 – 4.00 PM        | <b>Session 4</b><br><br>Role of Incubation Centre & Consulting Opportunities | Dr. Anni Arnav<br>MBA, PhD<br>Assistant Professor,<br>Dayananda Sagar University, Bengaluru.           | <ul style="list-style-type: none"> <li>- Identification of opportunities for creating entrepreneurs</li> <li>- Role of incubation centre and start up culture in the campus</li> <li>- Consulting opportunities</li> </ul>   |
| <b>4.01 pm</b>        | <b>Certificates distribution followed by tea and networking.</b>             |  |  |