

Registration Fee (Inclusive of GST)

Students : INR 300

Academicians & Research Scholars : INR 500/-

Industry Professionals : INR 1000/-

Accommodation can be arranged based on request for fees.

Registration through e-mail before February 27, 2020: mdp@kristujayanti.com

Participants will be given Certificates at the end of the programme after the completion of all the technical sessions

ORGANIZING COMMITTEE

Patron

Fr. Josekutty P.D., CMI,
Principal

Conference Advisor

Dr. Rev. Augustine George, CMI,
Vice-Principal

Fr. Lijo Thomas, CMI,

Financial Administrator & Head,
Dept. of Computer Science

Fr. Som Zacharia, CMI,

Director, Library & Development

Fr. Emmanuel P.J., CMI,

Director, Kristu Jayanti College of Law

Programme Chairs

Dr. Aloysius Edward J.

Dean, Faculty of Commerce & Management

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Head, Department of Management

Coordinators

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How to reach Kristu Jayanti College, Bengaluru

From K.R. Market: Bus Route - 292, 292D, 293C

From Vasanth Nagar/Cantonment Station/Bangalore East Station: Bus Route - 292, 292B, 292C, 292D, 292F, 293C

Nearest Railway Station: Bangalore East (8 kms)/ Cantonment (10 kms)

By Air: Bengaluru International Airport (28 kms)

Address for Communication

Department of Management (BBA)

Kristu Jayanti College, Autonomous

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Kristu Jayanti College

AUTONOMOUS Bengaluru

Reaccredited 'A' Grade by NAAC | Affiliated to Bengaluru North University

Department of Management

National Level

Management Development Programme (MDP)

on

VALUE CREATION THROUGH ENTREPRENEURSHIP

28 February 2020



KRISTU JAYANTI COLLEGE

Kristu Jayanti College, founded in 1999, is managed by "BODHI NIKETAN TRUST", formed by the members of St. Joseph Province of the Carmelites of Mary Immaculate (CMI). The college is affiliated to Bengaluru North University and is reaccredited with grade 'A' in 2015 by NAAC in the Second Cycle of Accreditation. The college is recognized by UGC under the category 2() &12(B). The college was accorded autonomous status from 2013 by the University Grants Commission, Government of Karnataka & the Bangalore University. For its contribution in the field of education, Kristu Jayanti College was recently given the Heroes of Bengaluru award. In the India Today-DRA survey 2019 the college is ranked 6th Best BCA, 12th Best MSW, 19th Best Arts, 21st Best Commerce, 21st Best BBA and 26th Best Science College in India. The College also ranked 2nd Best in BCA & MSW, 3rd best in Commerce, 4th Best in Arts & Science and 6th best in BBA among the colleges in Bengaluru. The institution strives to fulfil its mission to provide educational opportunities to all aspiring youth to excel in life by developing academic excellence, fostering values, creating civic responsibility and building global competencies in a dynamic environment.

DEPARTMENT OF MANAGEMENT

The Department of Management (BBA), established in the year 2001, aspires to impart education to the students and equip them with the knowledge, skill and attitude required in the business world. Provide solid foundation in wide range of business aspects such as Accounting, Finance, Human Resource, Marketing, Business Research and Management. "Success in business management requires learning as fast as the world is changing"- Warren Bennis The department has been constantly upgrading the program to match the changes in the external environment. We always set high standards to perform the activities for the benefit of student community in various areas of management. The students also can pursue their higher education in different programmes like MBA, PGDM, CIMA (Chartered Institute of Management Accountants) certified programme and other equivalent management programmes and diploma programmes.

ABOUT THE PROGRAMME

In India, we today once more find ourselves in the midst of economic and social challenges. There is once more the most urgent need to face global competition, create social revolutions, create innovative businesses and create value in all our activities. Who else but a person of high entrepreneurial spirit can be expected to take up these challenges.

The Management Development Program organized by the Department of Management looks closely at this institution of entrepreneurship; the challenges it faces and its ability to deliver value to our economy and society.

Session I: Innovation and creativity in information age

Innovation is one of those terms that people talk about all the time, but few really understand its meaning and implications. This term has been present for a long time and its meaning and components have evolved greatly in the last decade. Innovation and creativity are the both sides of a single coin and a tool for the entrepreneurship development.

Session II: Entrepreneurial eco systems in India

The entrepreneurial ecosystem in India is the third largest and the fastest growing ecosystem in the world. Fostering entrepreneurship has become a core component of economic development of the nation. The predominant metaphor for fostering entrepreneurship as an economic development strategy of entrepreneurship ecosystem in India

Session III: Changing profile and competencies of modern entrepreneurs

Being an entrepreneur has always been a challenge. The profile requires a good set of competencies. In today's information and technological age, this section tries to explore the skill sets required to be successful.

Session IV: Challenges and opportunities for start-ups in India

New entrepreneurs facing start up challenges in India on Procrastination means to be or not to be in the business, Talent insufficiency, Policy of Government India lacks a clear long-term start-up roadmap. Branding strategy is also a major threat facing by the new entrepreneurs

Session V: Societal transformation through social entrepreneurship

The entrepreneurs have a vision and innovative solutions to society's most demanded problems. They are persistent and ambitious to tackle major social issues and offer new ideas to solve the problems and it's a concept applied to reduce poverty, regulate employment and increase social inclusiveness and sustainability.

SCHEDULE OF EVENTS:

Inaugural session & session	1: 9:30 a.m. to 10:30 a.m. Innovation and creativity in information age
Tea break	10:30 a.m. to 10:45 a.m.
Session II	10:45 a.m. to 11:45 a.m. Entrepreneurial eco-systems in India
Session III	12:00 noon to 12:45 p.m. Changing profile and competencies of modern entrepreneurs
Lunch Break	12:45 p.m. to 01:45 p.m.
Session IV	01:45 p.m. to 02:45 p.m. Challenges and opportunities for start-ups in India
Tea break	02:45 p.m. to 03:00 p.m.
Session V & Valedictory	03:00 p.m. to 04:00 p.m. Societal transformation through social entrepreneurship

PARTICIPANT PROFILE

1. Faculty Members of Management & Commerce
2. Research Scholars
3. UG & PG students of Management & Commerce
4. Corporate Professionals

IMPORTANT DATES

Participation Confirmation	: February 27, 2020
Programme Date	: February 28, 2020