

DAYANANDASAGAR COLLEGE OF ARTS SCIENCE AND COMMERCE

Shavige Malleshwara Hills, Kumaraswamy Layout, Bangalore-560082

Research Cell (ANVESHANA)

in association with

Internal Quality Assurance Cell (IQAC) Cell**Research and IPR Workshop on New Product Idea Presentation**

Department: MBA-BU

Date: 19-05-2023

Sl. No.	Particulars	Event related details			
1.	Event	Workshop			
2.	Title of the Event	Research and IPR Workshop on New Product Idea Presentation			
3.	Date	17-05-2023			
4.	Time	1.15pm to 3.15pm			
5.	Venue	1 st semester MBA BU Classroom, Room No. 501			
6.	Resource Person 1 Details** (Profile to be enclosed)	Dr Vinish P Associate Professor, Dept of Management Studies (MBA-BU)			
7.	Topics Covered	1. Importance of Research in New Product Development 2. Intellectual Property Rights (IPR) Fundamentals 3. Idea Generation and Evaluation 4. Assessing the feasibility and viability of new product ideas			
5.	Resource Person 2 Details** (Profile to be enclosed)	NA			
6.	Topics Covered	NA			
7.	No. Faculty Participants(Enclose a copy of names with signatures)	Internal:	NA	External:	NA
8.	No. Student Participants (Enclose a copy of names with signatures)	Internal:	24	External:	NA
9.	Faculty Coordinator/s	Dr Vinish P			
10.	Student Coordinator/s	NA			
11.	Total Expenditure (Details to be enclosed)	NA			
12.	Sponsors and Amount (if any)	NA			

Sl. No.	Particulars	Event related details
13.	Agenda of the Event (Enclose a copy)	<ol style="list-style-type: none"> 1. Overview of the importance of research in new product development 2. Identifying and Defining New Product Ideas 3. Introduction to intellectual property (IP) and its significance 4. Types of IP: copyrights, trademarks, patents, trade secrets 5. Importance of protecting IP in new product development 6. Group Activity: Brainstorming activities and idea generation exercises followed by new product idea presentation 7. Workshop evaluation and closing remarks
14.	Report uploaded on college website? If yes, give details:	
15.	Report sent to media? If yes, give details:	NO
16.	Report uploaded in Social Media? If yes, give details:	NO
17.	Certificates Printed? (Enclose a copy***)	NO
18.	Feedback Collected? (Enclose a copy***)	NO
19.	Summary of the Event (Minimum 100 words)	<p>The Research and IPR Workshop on New Product Idea Presentation for MBA Students, was conducted by Dr. Vinish P on 17th May 2023 for MBA 1st year students, aimed to equip students with the knowledge and skills necessary for developing and presenting new product ideas while emphasizing the importance of research and intellectual property rights (IPR). The workshop covered essential topics in new product development. The workshop agenda included:</p> <ul style="list-style-type: none"> • Introduction and Importance of Research in New Product Development: <ul style="list-style-type: none"> ○ Emphasized the significance of research in identifying market opportunities and understanding customer insights. ○ Explored key concepts like market research and competitive analysis through relevant case studies. • Identifying and Defining New Product Ideas: <ul style="list-style-type: none"> ○ Introduced idea generation techniques and emphasized the evaluation and selection process. ○ Focused on defining problem statements and value propositions for new product ideas. • Intellectual Property Rights (IPR) and New Product Development: <ul style="list-style-type: none"> ○ Covered the fundamentals of intellectual property and its different types. ○ Emphasized the importance of protecting IP in the new product development process. <p>The workshop also included a group activity where participants formed teams to develop and present their own new product ideas. Dr Vinish P provided guidance and feedback throughout the process, allowing participants to practice their presentation skills and receive valuable insights.</p> <p>In conclusion, the Research and IPR Workshop on New Product Idea Presentation for MBA Students by Dr. Vinish P provided MBA students with valuable knowledge and skills necessary for successful new product development and presentation. The workshop's interactive sessions, case studies, and group activity ensured active participation and meaningful learning experiences for the participants.</p>
20.	Photographs of the Event	Enclosed

Sl. No.	Particulars	Event related details
	(At least 10 relevant, clear, and appropriate photos with title and explanation. The jpg files need to be attached)	

Notes:

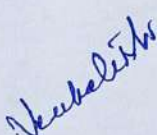
* Seminar / Workshop / Symposium / Conference / Cultural Fest / Quiz / Sports / Literature Fest, etc.

** Name / Organization / Designation / Area of Expertise

*** Format Copy need to be attached and hard copy need to be filed

PS: Whichever column is not applicable, write as NA.


Event Coordinator


HOD/Director


IQAC Coordinator

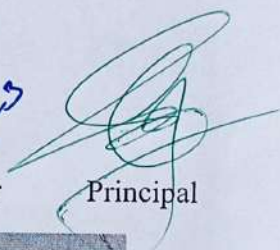

Principal



Figure 1: Dr Vinish P addressing the students

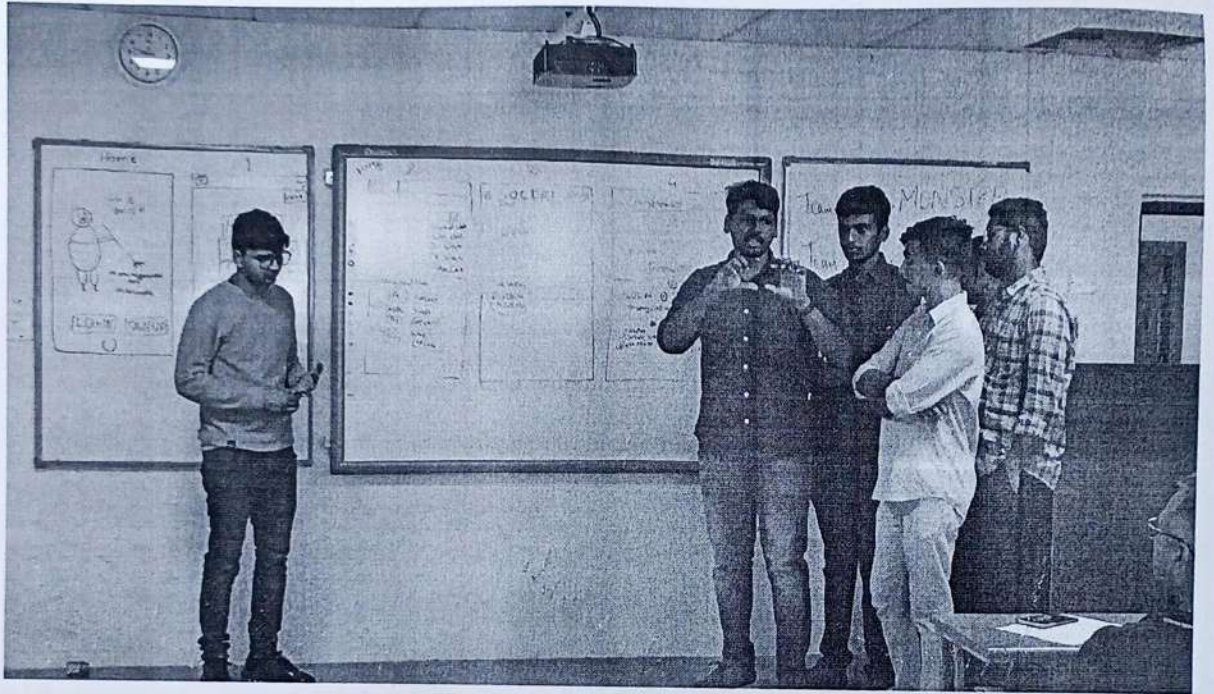


Figure 2: Students presenting their ideas

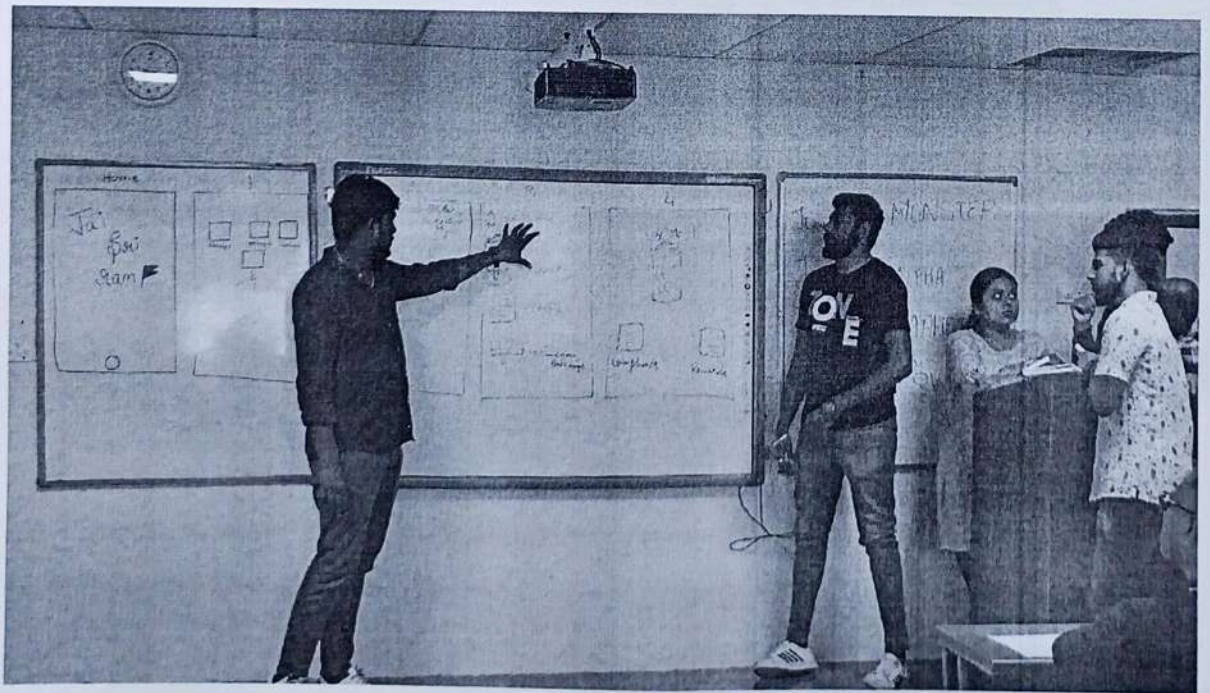


Figure 3: Students presenting their ideas

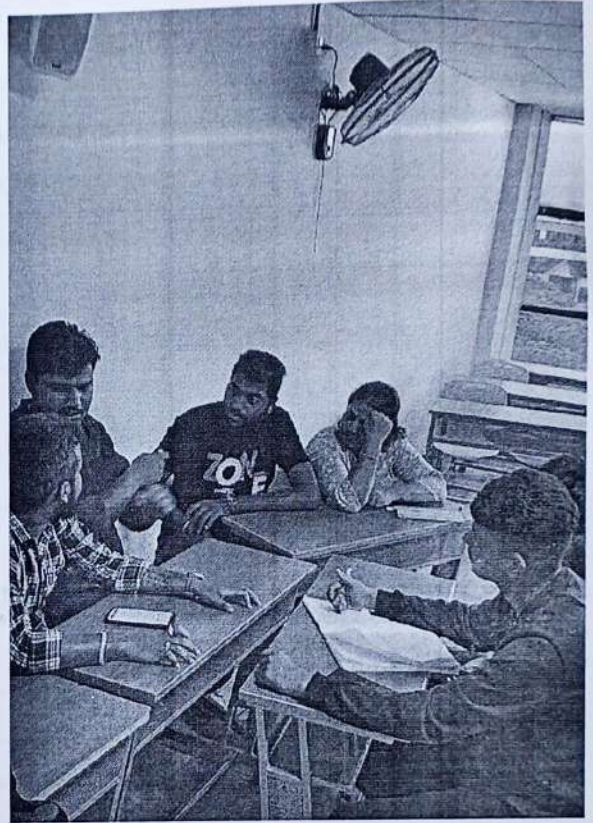
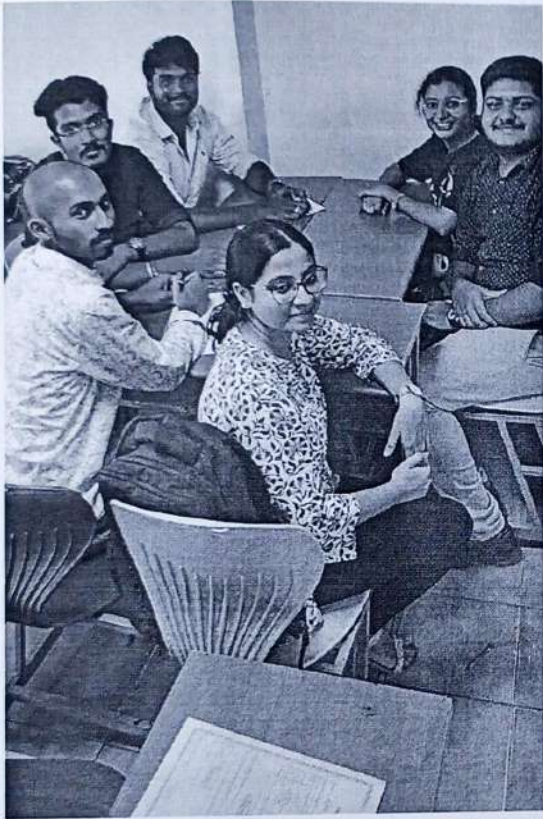


Figure 4: Brainstorming exercise - Idea generation