



METHODIST

COLLEGE OF ENGINEERING & TECHNOLOGY

(An Autonomous Institution)

Approved by AICTE, New Delhi & Affiliated to Osmania University

Accredited by NAAC with A+ and NBA for UG Courses

College Code: 1607

One Day Workshop on Strategy, Creativity, Innovation - Entrepreneurship Readiness - Date: 03.08.2023

One day workshop on Strategy, Creativity, Innovation, & Entrepreneurship Readiness was successfully completed. The workshop was conducted by Internal Quality Assurance Cell (IQAC), IEDEC with support from Department of Business Management. The resource person for the workshop was Dr. Mahesh P Sathavalli, Project Manager, WPP IT India Pvt. Ltd, Bengaluru.

The workshop began with an inauguration at 10 AM in Seminar Hall, D-Block, Methodist College of Engineering and Technology, Hyderabad. The inauguration started with welcome address by Dr S Sujataha, Associate Professor and HOD, Department of Business management, MCET and also, during the welcome address, madam welcomed Dr. Prabhu G Benakop, Principal, President of the function and Dr Mahesh P Sathavalli guest of honour, Dr, Ravi M Yadahalli, Dean (QA &A) and Dr John W C M, IEDC coordinator. Guest of honour was introduced during the welcome address.

Dr. Prabhu G Benakop, during his presidential remarks, mentioned that creativity, innovation and entrepreneurship are important things of the launch each innovative products and services that comes with advanced technology. Entrepreneurship is considered a key factor in economic development. Creativity and innovation have become the vital point to enhance the value of entrepreneurship. Creativity help us how to improve existing business practice. Innovation is about making a process that can convert invention or gain idea to become more marketable product or service. Also, he asked the students of Business management to become job giver rather job seekers.

Later, Dr Mahesh Sathavalli shared thoughts and latest trends - Digital Entrepreneurship, Gig economy, Importance of Case Study methodology; role plays, video-based learning Techniques.

The workshop started at 10.30 PM with resource persons giving some activities as part of workshop.

The workshop concluded with vote of thanks by Dr. Ravi M Yadahalli, Dean (QA&A)



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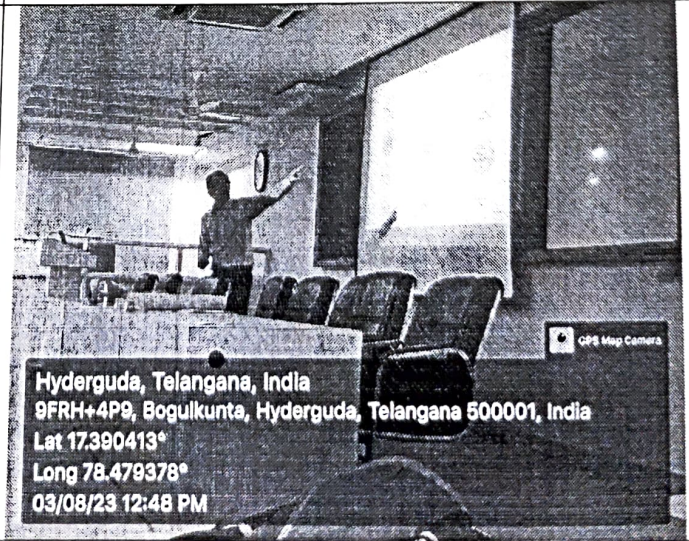
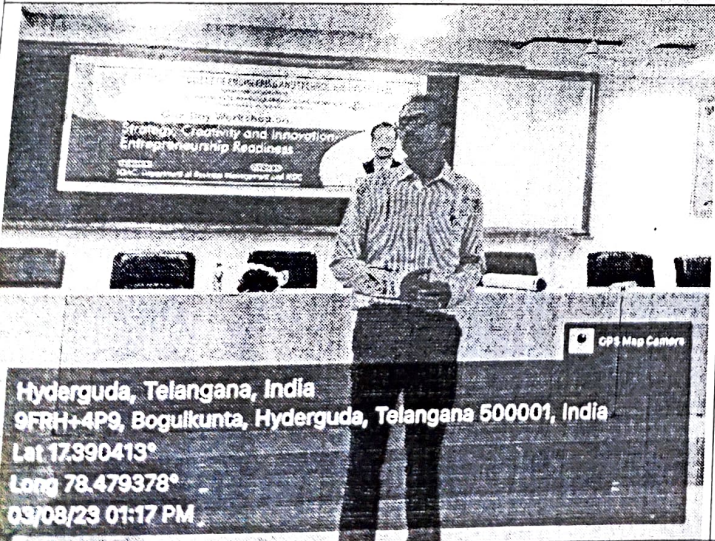
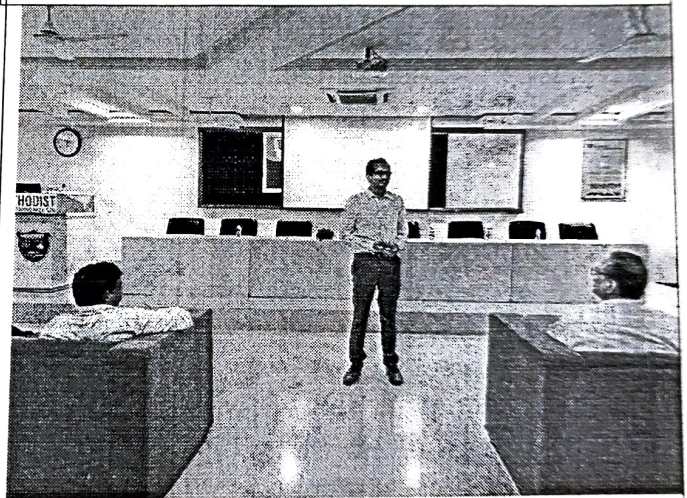
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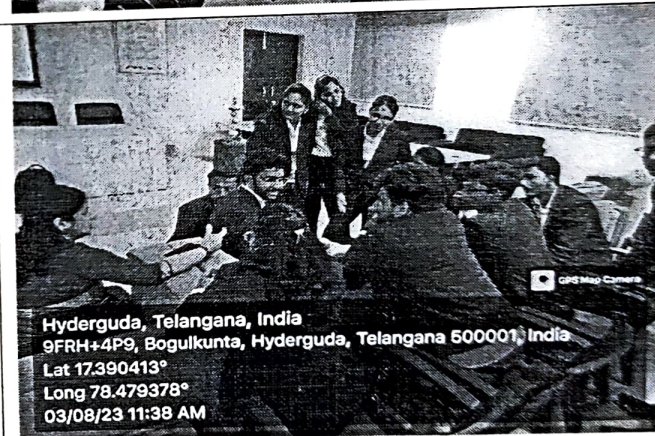
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