



Malla Reddy College of Engineering & Technology

(Autonomous Institution-UGC, Govt of India)

School of Computational Intelligence



Report of the IIC Program

1. Title of the Event: **Introduction to Entrepreneurship: From Idea to Execution**
2. Quarter in which activity is conducted: Q4
3. Category of the activity : IIC Calendar
4. Program Type (Level and event type-
refer Level Description Sheet) : Level 2 – Mentor Talk
5. Program Theme: Transitioning a start-up idea to a business plan
6. Date & Time : 06-08-2024 & 10:00 AM onwards
7. Duration (in Hours) : 2 Hrs
8. No of Student Participants : 108
9. No of Faculty Participants : 04
10. No of External Participants : Nil
11. Expenditure incurred (if any) : Nil
12. Mode of Delivery : Offline
13. Any Other Remarks : Nil
14. **Objectives of the Activity:** The session aimed to inspire students to successfully transform their ideas into business template formats. The goal was to make a simple, plain start-up idea to be funded by think tanks. The significance of entrepreneurship lies in understanding all its stages.
15. **Benefits in terms of learning/Skill/Knowledge obtained:**
 - The Resource Person has emphasized the five stages of entrepreneurship – Ideation, Planning, Execution, Scaling, Hypergrowth.
 - At first, he explained the impact of each entrepreneur stage to its subsequent stages.
 - Then, he outlined the importance of making a product commercially viable.
 - Next, he set forth the impact of understanding the priorities of all stakeholders.

- He then portrayed the effectiveness of segment-based business in the global market.
- Then, he mentioned the “Byju’s” business model of stake holders as case study 1.
- Thereby, he mentioned the example of middle class gated community “VBCT” in providing basic amenities for 700 families as case study 2.
- Therewith he demonstrated “Ishtri ATM”, an approach for handling two tasks as the third and final case study.
- The event is able to make the students proficient in understanding the rapid market growth in a global scale and adapt to changes accordingly.

16. Web Links:

➤ **Video:**

<https://youtu.be/nC5JiKZUa6Q>

➤ **X—**

https://x.com/MRCET_official/status/1824450330005750241?t=HOUUG5ineeHMHQ3ZqqFvYA&s=08

➤ **Instagram—**

<https://www.instagram.com/p/C-VI2W0N6Pv/?igsh=bXF0d3UwaG8wdHhz>

➤ **Facebook—**

https://www.facebook.com/story.php?story_fbid=1549072319037635&id=100018046444637&mibextid=xfxF2i&rdid=Yy8KWUOaYUJjRBYT



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MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY

(UGC Autonomous Institution, Govt. of India) Maisammaguda, Secunderabad - 500100


Department of Computational Intelligence Presents a Seminar on **Introduction to Entrepreneurship: From Idea to Execution**

By

Professor T. Satish Kumar
Department of MBA, MRCET

 **6 August, 2024**

 **10:00 am onwards**

 **APJ Abdul Kalam
Seminar Hall, B.No-4**

Dr.V.S.K Reddy
Director

Dr.S.Srinivasa Rao
Principal

Dr.T. Venu Gopal
Dean (Student Affairs)

Dr. P.H.V. Sesha Talpa Sai
Director (R&D)

Dr.D.Sujatha
HOD, CI



