

MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY

Autonomous Institution – UGC, Govt. of India

(Affiliated to JNTU, Hyderabad, Approved by AICTE - Accredited by NBA & NAAC – 'A' Grade - ISO 9001:2015 Certified)

Maisammaguda, Dhulapally (Post via Hakimpet), Secunderabad – 500100

Startup and Innovation –Series of Entrepreneurship Programs Organized by Department of MBA-MRCET During July 1-10, 2021

S. No.	Title/ Name of the Faculty Coordinator	Date	Session Time	Title/ Name of the Faculty Coordinator	Date	Session Time
1.	Entrepreneurship as a Career Prof.VSR.Murthy	01.07.21	10.30AM-11.30AM	SWOT analysis Ms.M.Vijaya Lakshmi	01.07.21	02.00 PM-03.00 PM
2.	Orientation Department of Research & Development	01.07.21	11.00 AM-12.45 PM	---		
3.	Endorse Your IDEA's Mr. N. Rajesh Babu Ms. M. Sunita Dr.P.Ramya	02.07.21	11.00 AM-12.45 PM	---		
4.	Entrepreneurship Terminologies Dr.MVSS.Rao	02.07.21	02.00 PM-03.00 PM	Market Research & building a POC Mr.V.Harikrishna	02.07.21	03.00 PM-04.00 PM
5.	Innovative Market fit Environment Prof. VSR. Murthy Prof. T. Satish Kumar Mr.K.Sudheer	03.07.21	11.00 AM-12.45 PM	---		
6.	Business Communications Ms.M.Sunita	03.07.21	02.00 PM-03.00 PM	Tech Stand Points Prof.T. Satish Kumar	03.07.21	03.00 PM-04.00 PM
7.	Early-Stage Investment Opportunities Dr.P.Vaishali Ms.N.DurgaBhavani Mr. G.Venkata Reddy	05.07.21	11.00 AM-12.45 PM	---		
8.	Leadership & Management Dr.R.Durga Prasad	05.07.21	02.00 PM-03.00 PM	Digital Marketing & Branding Prof.VSR.Murthy	05.07.21	03.00 PM-04.00 PM

9.	Team Building Essentials Mr. NNK Sandilya	06.07.21	02.00 PM- 03.00 PM	Design Thinking Dr.I.J.Raghavendra	06.07.21	03.00 PM- 04.00 PM
10.	Lean Startup and Business, Product Viability Dr. G. Naveen Kumar Mr. NNK. Sandilya Dr.G.Archana	07.07.21	11.00 AM- 12.45 PM	---		
11.	Passion to Compassion Ms.M.Vijaya Lakshmi	07.07.21	02.00 PM- 03.00 PM	Money Matters Dr.I.J.Raghavendra	07.07.21	03.00 PM- 04.00 PM
12.	Financial Think Tank- Funding Opportunities Dr. I. J. Raghavendra Dr. GowshaShaik Ms. A. Lakshmi	08.07.21	11.00 AM- 12.45 PM	---		
13.	Business Model Canvas Dr. MVSS. Rao	08.07.21	02.00 PM- 03.00 PM	Pitching your Idea Mr.N.RajeshBabu	08.07.21	03.00 PM- 04.00 PM
14.	Prototype Building to Commercialization Dr. MVSSRao Mr. NNK. Sandilya Mr. R. Raju	09.07.21	11.00 AM- 12.45 PM	---		
15.	Idea Generation & Validation Dr.R.Durga Prasad	09.07.21	02.00 PM- 03.00 PM	Lean Startup Methodology Dr.P.Vaishali	09.07.21	03.00 PM- 04.00 PM
16.	Panel Discussion Prof. T. Satish Kumar Dr. MVSS. Rao Dr. P. Vaishali Prof. VSR. Murthy	10.07.21	11.00 AM- 12.45 PM	---		
17.	IPR & Legal Aspects Prof.T. Satish Kumar	10.07.21	02.00 PM- 03.00 PM	---		

- **Zoom link will be sent to target group a day before the session**

Dr. G. Naveen Kumar
HOD-MBA

Dr. PHSV SesaTalpaSai
Director-R & D

Dr. S. SrinivasaRao
Principal