

RAJIV GANDHI COLLEGE OF ENGINEERING AND TECHNOLOGY

(Approved by AICTE and Affiliated to Pondicherry University)

(Accredited with 'A' Grade by NAAC)

(Sponsored by Sri Balaji Educational and Charitable Public Trust)

Pondy - Cuddalore Main Road, Kirumampakkam, Puducherry - 607 403.

08/10 2021
Puducherry

From

Mrs.K P Gnanapreetha,
Event Coordinator,
Department of MBA,
Rajiv Gandhi College of Engineering and Technology,
Kirumampakkam,
Puducherry - 607 403.

To

The Principal,
Rajiv Gandhi College of Engineering and Technology,
Kirumampakkam, Puducherry - 607 403.

THROUGH THE HEAD OF THE DEPARTMENT, DEPARTMENT OF MBA

Respected Sir,

Sub: Request for permission to conduct a one-day workshop on Entrepreneurial Dimensions for I MBA Students – reg.

We have planned to conduct a one-day workshop on the topic "Entrepreneurial Dimensions" on 25-10-2021. I will be the coordinator of the workshop. The aforementioned workshop will be offered to the I Year / I Semester students of the MBA Department.

I kindly request you to grant permission to conduct this program. Enclosed are the details of the workshop for your perusal and approval.

Thanking you,

Forwarded to the Principal

Juno Jasmine

[Signature]

Yours Sincerely,

[Signature]

Mrs.K P Gnanapreetha
Event Coordinator

[Signature]
Dr. E. VIJAYAKRISHNA RAPAKA
B.Tech. (Mech.), M.Tech.(Energy), Ph.D. (IIT Madras)
M.I.S.T.E., F.I.I.P.E., M.C.S.I.M.C.I.I.,
PRINCIPAL
Rajiv Gandhi College of Engineering & Technology
Pondy - Cuddalore Main Road,
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Website : www.rgcetpdy.ac.in, www.rgcet.edu.in



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DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION

No: RGCET/MBA/Circular/2020-21/ W01

Date: 20/10/2021

CIRCULAR

I am excited to inform you that a Workshop on the topic "Entrepreneurial Dimensions" is going to be conducted on 25-10-2021. The aforementioned Workshop will be offered to the I Year students of the MBA Department.

All are invited!

Jano Jalsmine
HOD / MBA

Copy to:

1. The Principal
2. Circulate to all Faculty Members and MBA students
3. Notice board / file

over
Dr. E. VIJAYAKRISHNA RAPAKA

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RAJIV GANDHI COLLEGE OF
ENGINEERING AND TECHNOLOGY
PUDUCHERRY 607 403

DEPARTMENT OF MANAGEMENT STUDIES

Workshop
on

ENTREPRENEURIAL DIMENSIONS

25-10-2021

Dr.E.Vijayakrishna Rapaka

Principal

Dr.K. Ayyappan

Vice Principal

Resource Person

Mr. Vignesh

Managing Director

Janaki Departmental Store

Dr. Juno Jasmine J

Head of the Department

MBA

Handwritten signature

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DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION

Course Name	Entrepreneurial Dimensions
Course Code	MBA21W01
Resource Person	Mr.Vignesh D, Managing Director Janaki Departmental Stores
Date	25-10-2021
Course Offered to	Dept.: MBA Year: I Sem: I

Course Module: Entrepreneurial Dimensions

Opportunity Recognition and Idea Generation

Techniques for identifying and evaluating entrepreneurial opportunities. Strategies for generating innovative business ideas. Tools for assessing market needs and validating ideas.

Business Planning and Strategy Development

Crafting a comprehensive business plan: components and best practices. Developing effective business strategies to achieve long-term goals. Using SWOT analysis (Strengths, Weaknesses, Opportunities, Threats) to refine strategies.

Financial Management for Startups

Basics of financial management, including budgeting, forecasting, and financial statement preparation. Understanding different funding options: bootstrapping, angel investors, venture capital, and crowdfunding. Strategies for managing cash flow and financial risks.

Marketing and Sales Execution

Developing a marketing plan that aligns with business goals. Effective sales techniques and customer acquisition strategies. Leveraging digital marketing tools and social media for business growth.

Leadership and Team Management

Essential leadership qualities and skills for entrepreneurial success. Building and leading a high-performing team. Managing conflicts and fostering a positive work environment.

Scaling and Growth Strategies

Strategies for scaling a business and managing growth. Identifying and overcoming common challenges during expansion. Leveraging partnerships and alliances for growth.

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Program Schedule

Time	Activity	Content
9:00 am - 9:30 am	Introduction	Workshop objectives and agenda.
9:30 am - 10:15 am	Keynote Address	Insights into building and scaling businesses, and understanding key entrepreneurial challenges.
10:30 am - 11:15 am	Session 1: Opportunity Recognition	Strategies for generating innovative business ideas. Tools for assessing market needs and validating ideas.
11:15 am - 12:00 pm	Session 2: Business Planning	Developing effective business strategies to achieve long-term goals. Using SWOT analysis to refine strategies.
12:00 pm - 12:45 pm	Session 3: Financial Management for Startups	Understanding different funding options. Strategies for managing cash flow and financial risks. Case study on financial planning for a startup.
12:45 pm - 1:30 pm	Lunch Break	-
1:30 pm - 2:15 pm	Session 4: Marketing and Sales Execution	Developing a marketing plan that aligns with business goals. Effective sales techniques and customer acquisition strategies. Leveraging digital marketing tools and social media for business growth.
2:15 pm - 3:00 pm	Session 5: Leadership and Team Management	Essential leadership qualities and skills for entrepreneurial success. Managing conflicts and fostering a positive work environment.
3:00 pm - 3:45 pm	Session 6: Scaling and Growth Strategies	Strategies for scaling a business and managing growth. Identifying and overcoming common challenges during expansion.
3:45 pm - 4:00 pm	Interactive Session	Participants engage to ask questions


Event Coordinator


Head of the Department


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27-10-2021

Report on One Day Workshop Entrepreneurial Dimensions

Title: **Entrepreneurial Dimensions**

Date: 25-10-2021

Timing: 9:00 am to 4:00 pm

Location: APJ Abdul Kalam Block, 2nd Floor.


The Entrepreneurship Development Cell (EDC) of Rajiv Gandhi College of Engineering and Technology (RGCEET) recently organized a dynamic workshop titled "Entrepreneurial Dimensions." This event was tailored to equip MBA students and budding entrepreneurs with practical knowledge and skills necessary for navigating the complex world of entrepreneurship.

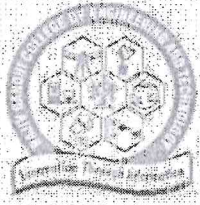
The workshop delved into key aspects of business creation and management, including identifying opportunities, crafting effective business plans, mastering financial management, and implementing strategies for sustainable growth. Participants gained valuable insights to enhance their entrepreneurial acumen and drive success in their ventures.

The objectives of the workshop is to

1. Explore different dimensions of entrepreneurship, including opportunity recognition, business planning, and growth strategies.
2. Provide practical tools and techniques for each stage of the entrepreneurial process.
3. Facilitate interactive discussions and activities to help participants apply concepts in real-world scenarios.
4. Share experiences and insights from successful entrepreneurs and industry experts.

The workshop commenced with an opening address by Dr. J. Juno Jasmine, the Head of the Department. In her remarks, she emphasized the significance of grasping the diverse facets of entrepreneurship and outlined the workshop's objectives and schedule. She also took the opportunity to introduce the keynote speaker and session leaders who would be guiding participants through the various elements of entrepreneurship.


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The keynote address was delivered by Mr. Vignesh D, a seasoned entrepreneur and business strategist. He shared his personal experiences in building and scaling successful businesses, underscoring the importance of mastering the multiple dimensions of entrepreneurship. His address highlighted the key challenges and opportunities entrepreneurs encounter, effectively setting the tone for the subsequent workshop sessions.


Entrepreneurship is a multifaceted process that involves not just the creation of a business, but the navigation of complex challenges and the seizing of opportunities. The concept of "Entrepreneurial Dimensions" refers to the various aspects or components that an entrepreneur must understand and manage to build a successful enterprise. This report explores the key dimensions of entrepreneurship, providing insights into each and offering guidance on how aspiring entrepreneurs can navigate these areas effectively.


One of the first and most critical dimensions of entrepreneurship is opportunity recognition. Entrepreneurs must develop a keen ability to identify gaps in the market, emerging trends, and unmet customer needs. This involves not only creativity but also analytical skills to assess the feasibility and potential profitability of an idea.

financial decisions. This dimension involves both day-to-day financial operations and strategic financial planning.

The "Entrepreneurial Dimensions" framework provides a comprehensive view of the various elements that contribute to entrepreneurial success. By understanding and mastering these dimensions, entrepreneurs can increase their chances of building a sustainable and thriving business. Each dimension plays a vital role in the overall process, and aspiring entrepreneurs must be prepared to navigate them with knowledge, strategy, and determination.


Event Coordinator


Head of the Department


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DEPARTMENT OF MBA

Course Name	Entrepreneurial Dimensions
Course Code	MBA21W01
Resource Person (s)	Mr. Vignesh, MD, Janaki Departmental Stores
Date	25-10-2021
Course Offered to	Dept.: MBA Year: I Sem: I

List of Students Attended

S.No	Register Number	Name	Year/Sem	Department
1	21810001	ABIRAMI B	I/I	MBA
2	21810002	ABISHEK P	I/I	MBA
3	21810003	ANITHA P	I/I	MBA
4	21810004	ARUN M	I/I	MBA
5	21810005	ASVIN S	I/I	MBA
6	21810006	BHARATHIVEL B	I/I	MBA
7	21810007	CLEMENT SACHIN C	I/I	MBA
8	21810008	DINESH KUMAR S	I/I	MBA
9	21810009	DIVYA M	I/I	MBA
10	21810010	ELAKIA M	I/I	MBA
11	21810011	GANAPATHI K	I/I	MBA
12	21810012	HARINI A	I/I	MBA
13	21810013	HARRIHARAN P	I/I	MBA
14	21810014	ISHIKA K J	I/I	MBA
15	21810015	IYSWARYA I	I/I	MBA
16	21810016	JANANI B	I/I	MBA
17	21810017	JASVANTH S	I/I	MBA
18	21810018	JOES DANIEL SANDIER J	I/I	MBA
19	21810019	MANIKKAM A	I/I	MBA
20	21810020	MANIMEGALAI D	I/I	MBA
21	21810021	MARAN M	I/I	MBA
22	21810022	MARIE THERESE BONIFACE	I/I	MBA
23	21810023	MONISHA A	I/I	MBA
24	21810024	MUGUNDHAN B	I/I	MBA
25	21810025	POOVITHA	I/I	MBA
26	21810026	RAGUL M	I/I	MBA
27	21810027	RAHINI S	I/I	MBA

(Signature)
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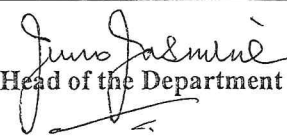
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S.No	Register Number	Name	Year/Sem	Department
28	21810028	RAJA NARAYANANE M	I/I	MBA
29	21810029	RAMANATH R	I/I	MBA
30	21810030	RAMANI S	I/I	MBA
31	21810031	SABEETHA S	I/I	MBA
32	21810032	SACHIN S	I/I	MBA
33	21810033	SAKTHISUBRAMANIAM D	I/I	MBA
34	21810034	SAMYUTHA S	I/I	MBA
35	21810035	SANGAVI S	I/I	MBA
36	21810036	SANKARI S	I/I	MBA
37	21810037	SANTHOSHANI B	I/I	MBA
38	21810038	SARAVANAKUMAR N	I/I	MBA
39	21810039	SATHYA PRIYA S	I/I	MBA
40	21810040	SHOBANA P	I/I	MBA
41	21810041	SIVAPRIYA S	I/I	MBA
42	21810042	SOWMIYA V	I/I	MBA
43	21810043	SRIDEVI K	I/I	MBA
44	21810044	SRIRAMAN S	I/I	MBA
45	21810045	SUBASREE B	I/I	MBA
46	21810046	SUGASH B	I/I	MBA
47	21810047	SUMATHIE J	I/I	MBA
48	21810048	SURENDAR R	I/I	MBA
49	21810049	SWATHI S	I/I	MBA
50	21810050	THIRUVARASAN S	I/I	MBA
51	21810051	VAISHNAVI DURGA D	I/I	MBA
52	21810052	VAISHNAVI M	I/I	MBA
53	21810053	VASANTH KUMAR M	I/I	MBA
54	21810054	VASUDEVAN A	I/I	MBA
55	21810055	VIGNESH KUMAR P	I/I	MBA
56	21810056	VIJAY AD	I/I	MBA
57	21810057	VIKNESE A	I/I	MBA
58	21810058	VINITHA K	I/I	MBA
59	21810059	VISHALRAJ A P	I/I	MBA
60	21810060	YADHESWARI T	I/I	MBA


Event Coordinator


Head of the Department

Dr. E. VIJAYAKRISHNA RAPAKA

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Rajiv Gandhi College of Engineering and Technology Puducherry
Department of Management Studies
Master of Business Administration

Feedback Form

Workshop Title:.....

Date: Venue:.....

Name: Semester/Year:

THE DESIGN OF THE WORKSHOP

- A. Were objectives of the workshop clear to you? Y / N
- B. The contents met with your expectations
1. Strongly disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly agree
- C. The lecture sequence was well planned
1. Strongly disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly agree
- D. The contents were illustrated with adequate examples
1. Strongly disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly agree
- E. The level of the workshop was too high
1. Strongly disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly agree
- F. The contents compared with your expectations was too theoretical
1. Strongly disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly agree
- G. The workshop exposed you to new knowledge and practices
1. Strongly disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly agree

THE CONDUCT OF THE WORKSHOP


- A. The lectures were clear and easy to understand
1. Strongly disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly agree
- B. The teaching aids were effectively used
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- D. The instructors encouraged interaction and were helpful
1. Strongly disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly agree
- E. Were objectives of the workshop realized? Y / N
- F. Please give overall rating of the course

90% - 100% () 60% - 70% ()

80% - 90% () 50% - 60% ()

70% - 80% () below 50% ()

Signature


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Rajiv Gandhi College of Engineering and Technology Puducherry
Department of Management Studies
Master of Business Administration

Feedback Form

Workshop Title: Entrepreneurial Dimensions
Date: 25/10/2021 Venue: A.P.J. Abdul Kalam block
Name: Sankari S Semester/Year: V.I/S1

THE DESIGN OF THE WORKSHOP

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F. Please give overall rating of the course

- 90% - 100% () 60% - 70% ()
80% - 90% () 50% - 60% ()
70% - 80% () below 50% ()

Sankari S
Signature


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Feedback Form

Workshop Title:.....Entrepreneurial Dimensions.....
Date:.....25-10-2021..... Venue:.....A.P.J. Abdul Kalam block.....
Name:.....Abinami B..... Semester/Year:.....1/1.....

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Abinami B
Signature


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Department of Management Studies
Master of Business Administration

Feedback Form

Workshop Title: Entrepreneurial Dimensions

Date: 25/10/2021 Venue: APJ ABDUL KALAM BLOCK

Name: POOVITHA Semester/Year: 1/1

THE DESIGN OF THE WORKSHOP

- A. Were objectives of the workshop clear to you? Y / N
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THE CONDUCT OF THE WORKSHOP

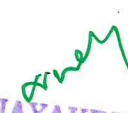
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- F. Please give overall rating of the course

90% - 100% () 60% - 70% ()

80% - 90% () 50% - 60% ()

70% - 80% () below 50% ()

Poovitha
Signature


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Date: 25-10-2021

I Year II Semester



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