

Workshop/Seminar/Conference conducted on Intellectual Property Rights and Industry-Academia Innovative Practices

1. One day National Seminar on “**Digital Practices: An Emerging tool to Transform India**” organized by organized by Koshys Institute of Management Studies, Bangalore on **26th June 2018**.The Special invitees were Dr. K. Janardhanam, Director, CBSMC, Bangalore and Dr. G.Nagalingappa, MD and CEO ,Dr Engee’s Academy for competitive Exams.

The Resource Persons were Prof. Debadutta Das, Associate Professor, IIM, Bangalore, Mr.A. Balajikumar, Vice President, Microlabs Ltd, Bangalore, Mr.Bholanath Dutta, Chairman MTC Global, Bangalore, Dr Geetha, HOD, Dayanandsagar college,Bangalore, Mr. AnkushRaina, Regional Manager, Nxtgen Data centre & cloud Technology, Bangalore and Mr.Lohith I. S,Branch Manager ,Union Bank of India, Hosur.

The objective of Program is to address several Domains coming under its purview; while embracing and enabling Digital Technologies, Innovation and People assets for national growth and sustainability.

2. Two Day National Workshop on “**Outcome based Education**” organized by Koshys Institute of Management Studies, Bangalore in association with IQAC on **March 16th & 17th 2018**. The resource person was **Dr.K Rajanikanth**, Former Principal M.S Ramaiah Institute of Technology.

The objectives of the program was

- Describing what course learning objectives
- Identifying components of course learning objectives
- Writing appropriate course learning objectives
- Step to map course learning objectives to a course.

3. One Day National Workshop on “**Intellectual Property And Innovation Management**” organized by Koshys Institute of Management Studies, Bangalore in association with Rajaram Bapu Institute of Technology Bangalore, Government of Karnataka, on March 13, 2017.

The resource persons is **Dr. Janardhanam**, Head of the Department in Canara Bank School of Business, Bangalore University

The objective of the program was

- International Innovation, India & Economic Growth.
- Intellectual Property Rights, Indian Innovation & Make in India.
- Evaluating Innovative Activity: Evidence from the Patent Office.
- Competition & Innovation – Lessons for India.
- Technology Standards & Innovation Conversations for India.
- Economic History of Innovation, Development and Prizes.

4. One Day National Seminar on “**The Impact of Digital Technology On Academic Libraries**” organized by Koshys Institute of Management Studies, Bangalore in association with K.S. School of Engineering and Management, Entrepreneurship Development Institute of India, Bangalore on December 28, 2016. The resource persons is **Dr.Vigneshwar Bhat**, Director KGI Bangalore

The objective of the program was

Many academic libraries are actively involved in building institutional repositories of the institution's books, papers, theses, and other works which can be digitized or were 'born digital'. Many of these repositories are made available to the general public with few restrictions, in accordance with the goals of open access, in contrast to the publication of research in commercial journals, where the publishers often limit access rights. Institutional, truly free, and corporate repositories are sometimes referred to as digital libraries.

5. One Day National Seminar on “**Trends For International Business In New Era**” organized by Koshys Institute of Management Studies, Bangalore in association with Government of Karnataka, Visvesvaraya Trade Promotion Centre, Bangalore on December 28, 2016. The Chief Guest was **Mr. Prabhavathi Rao**.

6. Two Day National Workshop on “**Digital Marketing -A Necessity for Entrepreneurs**” organized by Koshys Institute of Management Studies, Bangalore in association with Novel Research & Development India (P) Ltd, Entrepreneurship Development Institute of India, Bangalore on November 11 & 12, 2016. The resource persons was **Dr. Janardhanam**, Head of the Department in Canara Bank School of Business, Bangalore University

The objective of the program was

Encourage these conversations through their social media channels to have direct contact with the customers and manage the feedback they receive appropriately. Word of mouth communications and peer-to-peer dialogue often have a greater effect on customers, since they are not sent directly from the company and are therefore not planned. Customers are more likely to trust other customers' experiences. It is increasingly advantageous for companies to use social media platforms to connect with their customers and create these dialogues and discussions.

7. One Day National Conference on “**Emerging Trends in Information Technology in today's Business Scenario**” organized by Koshys Institute of Management Studies on 6th October 2016. The chief guest for the program was Mr. Parthasarathy, Former Director, STPI and Mr. Balaraju, Managing Director, Sindhu Cargo Services

8. One Day National Workshop on “**Effective Teaching Methodology In Management Education Towards Industry Interface**” organized by Koshys Institute of Management Studies, Bangalore in association with IVY Proschool Bangalore, CBMS, Bangalore on July 16, 2016.

The resource persons was Dr.Vigneshwar Bhat, Director, KGI

The objective of the program was

1. To promote innovative and effective pedagogy in classroom
2. To share research outcome on effective way of Teaching and Learning
3. To promote best practices in teaching to children and adults.
4. To bring total quality management in School Teaching, Learning and Classroom Management.
5. To make learning enjoyable and interesting.
6. To explore use of technology in effective teaching Learning process and its research outcomes.
7. To accelerate teaching-learning process by way of promoting independent, critical and Creative thinking

9. Two Day National Workshop on “**Ignite Entrepreneurship**” organized by Koshys Institute of Management Studies, Bangalore in association with Manipal Prolearn Training Institute Bangalore, Entrepreneurship Development Institute of India, Bangalore on February 20 and 21, 2016.

The resource person was **Ms.Rashmi Bansal**, Author, IIM A Alumnus, and Entrepreneur. The objective of the program was to connect with like-minded people; the event gives an opportunity to meet the graduates from India’s top-notch B-schools, who have taken up the mettle of being entrepreneurs and trainers at Endeavor. This would be the chance to get a complete understanding of MBA and related entrepreneurship opportunities and to grab in-depth knowledge about the specializations.

10. Two Day National Seminar on “**Training on Innovation Management**” organized by Koshys Institute of Management Studies, Bangalore in association with Edureka Training Institute Bangalore, Government of Karnataka, on September 18 & 19, Sep 2015.

The resource person was Dr. Praveen Mehtha, Dean, Xavier Institute, Bangalore.

The objective of the program was

- I. International Innovation, India & Economic Growth.
- II. Intellectual Property Rights, Indian Innovation & Make in India.
- III. Evaluating Innovative Activity: Evidence from the Patent Office.
- IV. Competition & Innovation – Lessons for India.
- V. Technology Standards & Innovation Conversations for India.
- VI. Economic History of Innovation, Development and Prizes

11. One Day National Seminar on “**Creating Customer Centric Supply Chain**” organized by Koshy’s Institute of Management Studies, Bangalore in association with Biocon Academy, Entrepreneurship Development Institute of India, Bangalore on July 15, 2015.

The resource person was Dr. RAVI VARMA, CEO, ABC Private Ltd, Bangalore.

The Objectives of supply chain management seminar was to understand

- I. Sales and Operations Planning
- II. Supply Chain Risk Management
- III. Managing for Supply Chain Excellence

12. Two Day National Seminar on “**Contemporary & Innovative Practices For Effective Teaching**” organized by Koshy’s Institute of Management Studies, Bangalore in association with M.N. Technical Institute, Canara Bank School of Management, Bangalore on November 18 & 19, 2014.

The resource person was **Dr. Janardhanam**, Head of the Department in Canara Bank School of Business, Bangalore University.

The objective of the FDP was to help participants to gain basic understanding of research methodology and their utility within related areas as a means of summarizing data, making estimates and testing hypothesis. Participants will learn concepts related to sample statistics and how to make inferences about populations from the same. They will gain quantitative literacy related to basic statistics and learn basics related to research methodology.

13. One Day National Seminar on “**Campus To Corporate**” organized by Koshy’s Institute of Management Studies, Bangalore in association with Entrepreneurship Development Institute of India, Ministry of Human Resource Development, India on August 23, 2014.

The resource person was Mr. **Ganitha Thappeta**, Technical head, Yash Technologies, Bangalore and **Mr. Surya Narayana Reddy**.

The objective of the program was

- I. How to introduce people to others
- II. Using formal names instead of first names
- III. When and how to thank others
- IV. How to dress with executive poise
- V. Proper social interaction at receptions and parties
- VI. How and when to shake hands or greet others

14. One Day “**National Level Faculty Development Workshop On Intellectual Property Rights**” - Significance for Academia in Business & Research organized by Koshys Institute of Management Studies, Bangalore in association with Indian Institute of Management, Bangalore, Government of Karnataka on March 20, 2014.

The resource person was Dr. R.G.PATIL, IIM, and Bangalore.

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15. One Day National Seminar on “**Innovation In Teaching And Research Methods**” organized by Koshys Institute of Management Studies, Bangalore in association with ICT Academy Bangalore, Canara Bank School of Management Studies, Bangalore on December 10, 2013.

The resource person was **Dr. Janardhanam** Head of the Department in Canara Bank School of Business, Bangalore University

The objective of the FDP is to help participants to gain basic understanding of research methodology and their utility within related areas as a means of summarizing data, making estimates and testing hypothesis. Participants will learn concepts related to sample statistics and how to make inferences about populations from the same. They will gain quantitative literacy related to basic statistics and learn basics related to research methodology.

16. Two Day National Seminar on “**Contemporary Innovative Practices For Research And Teaching**” organized by Koshys Institute of Management Studies, Bangalore in association with National Institute of Technical Teachers Training Research, Entrepreneurship Development Institute of India, Bangalore on November 14 & 15, 2013.

The resource person was **Dr. Janardhanam**, Head of the Department in Canara Bank School of Business, Bangalore University

The objectives of the program was

- I. To promote innovative and effective pedagogy in classroom
- II. To share research outcome on effective way of Teaching and Learning

III. To promote best practices in teaching to children and adults.

IV. To bring total quality management in School Teaching, Learning and Classroom Management.

V. To make learning enjoyable and interesting.

VI. To explore use of technology in effective teaching Learning process and its research outcomes.

17. One day seminar on “**Campus to Corporate**” organized by Koshys Institute of Management Studies on 11th October 2013. The Resource person was Mr. Joshua Samuel, Cognizant Technologies

The objective of the Program was

- Develop level of excellence in all round soft skills.
- Expert guidance on targeted technical skills.
- Create self-confident individuals by mastering technical skills, inter-personal skills, team management
- Develop all-round personalities with a mature outlook to function efficiently in different circumstances.
- Develop broad career plans, evaluate the employment market, identify the organizations to get good placement, match the job requirements and skill sets.
- Reaching to the green zone of success.
- Transformation from Student to highly paid professional.

18. One day seminar on “**Open Social Media Networking**” organized by Koshys Institute of Management Studies on 5th October 2013. The Resource people were Mr. Vikram Nagaraj, Senior software Engineer, CISCO system and Mr. Yofesh Kumaran, Quality Analyst AMD Processor.

The objective of the Program was

- Brand Awareness.
- Enhance Public Relations.
- Build Community of Advocates.
- Research and Development.
- Driving Sales and Leads.

19. One Day National Workshop on “**Intellectual Property And Innovation Management**” organized by Koshys Institute of Management Studies, Bangalore in association with Poornaprajna Institute of Faculty Improvement Bangalore, Government of Karnataka, on September 12, 2013. This day **IPR cell** was **inaugurated** in Koshys institute of Management Studies.

The resource person was **Dr. Rajan Nair** coordinator of Poornaprajna Institute, Bangalore.

The objective of the program was

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- II. Intellectual Property Rights, Indian Innovation & Make in India.
- III. Evaluating Innovative Activity: Evidence from the Patent Office.
- IV. Competition & Innovation – Lessons for India.
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