



**ST. ANNE'S DEGREE COLLEGE FOR WOMEN**

Permanently Affiliated to Bengaluru City University  
Recognized by UGC under Section 2(f), Accredited with 'A' Grade by NAAC  
ISO 9001:2015 Certified Institution  
#23, Cambridge Road, Halasuru, Bangalore- 560008



### **3.2.2**

## **NUMBER OF WORKSHOPS OR SEMINARS CONDUCTED ON RESEARCH METHODOLOGY, INTELLECTUAL PROPERTY RIGHTS AND ENTREPRENEURSHIP DURING THE YEAR 2022-2023**



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## YEAR 2022-23

Sl. No	Name of seminars/ Workshop
<b>Research Methodology</b>	
1.	Six Days Student Research Programme- Research Forum
2.	Student Seminar and Paper Presentation on Business Management and Social Innovation - Research Forum and Department of Bachelor of Business Administration
<b>Entrepreneurship</b>	
1.	Entrepreneurial Training using AI business simulation of AIMAs Biz Lab- Department of Commerce



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# **SIX DAYS STUDENT RESEARCH PROGRAMME ORGANISED BY THE RESEARCH FORUM**



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## St. Anne's Degree College for Women

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### SIX DAYS STUDENT RESEARCH PROGRAMME

Organized by

### RESEARCH FORUM

In collaboration with IQAC

A six days student Research program was organized by the Research Forum in collaboration with IQAC on 19.06.2023 at 1:45pm in the AV hall. An Inaugural program was organized in which the guest of honor was Rev. Sr. Dr. Margaret Fathima Mary, Secretary of St. Annes Degree college for women. The Chief Guest was Prof. Veena Kumari, the Principal of St. Annes Evening college and was presided by Prof. Nisha Joseph, Principal of St. Annes Degree college for women.

**DAY 1 (19.06.2023)** - After the completion of the Inaugural, A session on How to choose a Research topic by Prof. Veena Kumari was conducted from 2:00pm to 3:00pm. She gave an insight on selecting an appropriate and engaging research topic and how it is crucial for any researcher. It forms the foundation of the study and determines the direction and impact of your research. In this session, she explained the effective strategies and considerations to help navigate through the process of selecting a research topic. By the end of the session, the students had a clear understanding of how to choose a research topic that aligns with their interests, expertise, and contributes to the existing body of knowledge.





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**DAY 2 (20.06.2023)** - A session on How to frame a research objective By Rev. Sr. Kulandai Yesu was conducted from 2:00pm to 3:00pm. She explained on how a research objective plays a crucial role in guiding the entire research process, from defining the scope of the study to formulating research questions and selecting appropriate methodologies. By following the step-by-step process outlined in the session, researchers can effectively frame their research objectives, leading to focused and meaningful studies. The session covered key considerations, provided practical tips, and offers illustrative examples to assist researchers in formulating clear and concise research objectives.

By following the guidelines presented in the session, researchers will be equipped with the necessary knowledge and tools to effectively frame their research objectives. A well-crafted research objective ensures that the research process remains focused, coherent, and aligned with the overall research goals.



**DAY 3 (21.06.2023)**- A session on Review of Literature by Prof. Nisha Joseph was conducted from 2:00pm to 3:00pm. She gave an insight on how literature review is an essential component of any research study, providing a comprehensive overview and analysis of existing scholarly works relevant to the research topic.

She highlighted the importance of how conducting a literature review is a critical step in the research process, enabling researchers to situate their work within the broader academic landscape. By identifying existing knowledge, evaluating sources, and synthesizing information, researchers can establish the significance of their research and contribute to the advancement of knowledge in their respective fields. Adhering to the best practices outlined in this session will help ensure a rigorous and comprehensive literature review in research.



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**DAY 4 (22.06.2023)**- A session on Sampling, Bibliography, Format of paper by Dr. K Venkatalakshmi was conducted from 2:00pm to 3:00pm. The session aimed to provide an overview of key considerations related to sampling, bibliography, and paper format in research papers. These aspects play crucial roles in ensuring the validity, reliability, and readability of research studies. Understanding and implementing appropriate sampling techniques, constructing an accurate bibliography, and adhering to proper formatting guidelines are essential for maintaining scholarly integrity and effectively communicating research findings.



**DAY 5 (23.06.2023)**- A session on Data types and introduction to statistical tests by Dr. Lily Regina Arthi Moses was conducted from 2:00pm to 3:00pm. She highlighted on the importance of understanding data types and employing appropriate statistical tests are crucial for analyzing and interpreting data. The session provided an overview of common data types encountered in statistical analysis and introduced some fundamental statistical tests used to draw meaningful conclusions from data.



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**DAY 6 (24.06.2023)-** A session on Hands on training on SPSS (Lab session) by Dr. Anil Kumar was conducted from 11:15am to 12:15pm. Hands-on training on SPSS (Statistical Package for the Social Sciences) was a practical and interactive learning experience designed to equip students with the necessary skills to effectively utilize SPSS for data analysis.

The hands-on training on SPSS provided students with valuable practical skills and knowledge in using SPSS for data analysis. By covering essential topics and engaging participants in hands-on exercises, the training program successfully equipped them with the necessary tools to confidently navigate and utilize SPSS for statistical analysis. The outcomes of the training contribute to enhancing their data analysis capabilities and enable them to make informed decisions based on statistical insights gained from SPSS.





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## Outcome of the Programme:

- The research program laid a strong foundation to the students about the research methodology.
- It helped the students realize that Research outcomes may lead to discoveries with real world impacts.
- It helped the students to interact with peers, mentors and experts, expanding their professional connections.
- The students gained understanding on the importance of presenting their papers and publication process in order to boost their academic profile.
- Hands on Training and Personal experiences and barriers boosted the confidence of the students.
- The Research forum also created a platform for all the students to showcase their research knowledge by presenting their papers.

**Research Coordinator**

Coordinator

RESEARCH FORUM

St. Anne's Degree College for Women,  
Halasuru, Bengaluru-560008



**Principal**

St. Anne's Degree College

For Women

# 23, Cambridge Road, Halasuru  
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**STUDENT SEMINAR AND PAPER PRESENTATION ON  
BUSINESS MANAGEMENT AND SOCIAL INNOVATION  
ORGANISED BY THE  
RESEARCH FORUM AND DEPARTMENT OF BUSINESS ADMINISTRATION**



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Halasuru, Bengaluru, Karnataka-560008



Department of Business Administration  
& Research Forum  
in collaboration with IQAC  
*organizes*

## Student Seminar and Paper Presentation

ON

## "Business Management and Social Innovation"

### Resource Person



**Dr. V. Chandrakala**  
Head,  
PG Department of Commerce  
BMS College for Women.

Date: 14<sup>th</sup> July 2023  
Time: 10:00 AM  
Venue: AV Hall

### ABOUT THE INSTITUTION

St. Anne's Degree College was started in the year 2005 by the Society of the Sisters of St. Anne, Madras. In the light vision of our foundress Mother, Thaipathi Gnanamma our college has notable efforts in imparting globalized education to enable the students to utilize the best challenges and opportunities it proffounds.

### ABOUT THE DEPARTMENT OF BUSINESS ADMINISTRATION

The Department of Business Management was established in the year 2008. It offers undergraduate programme in Business Administration. Since its inception, the Department has been actively involved in academics and setting standards in helping students manage their career. The three year professional under graduate course is open to students from all the streams. It includes complete knowledge of Leadership and Management.

### ABOUT THE RESEARCH FORUM

The research forum of our institution works with the vision to strive for excellence of the research work by assisting with strategic leadership and comprehensive support to faculty, students and external community. It paces with the view of educating with latest insights, specific innovation and best implementations to reach the zenith in research deeds.

### THEME OF THE STUDENT SEMINAR "BUSINESS MANAGEMENT AND SOCIAL INNOVATION"

Changes are unevenly distributed through time and they are often the drivers of incremental innovations. This Seminar is designed to provide a unique platform to students from various institutions to share their research findings in the area of Business and Social Innovation.

**Head of the Department**  
Dept. of Business Administration  
St. Anne's Degree College for Women  
#23, Cambridge Road, Halasuru  
Bengaluru - 560 008



**PRINCIPAL**  
St. Anne's Degree College  
For Women  
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## SUB-THEMES

- Organizational Change Management
- Entrepreneurship
- Consumer Behaviour
- Artificial Intelligence in finance
- Behavioural finance
- Corporate Social Responsibility
- Sustainable practices in business
- Reforms in banking sector
- Contemporary issues in accounting



The List is indicative and not exhaustive in coverage. The Contributors may include any other topic under the broad category of main theme of conference.

## GUIDELINES FOR RESEARCH PAPER

- Papers on general theme will be accepted
- Paper format: Single column, A4 size, 1.5 line spacing
- Font style: Times New Roman (size: 12)
- APA style of referencing should be followed
- The total word limit for each paper should not exceed 10 pages including all references
- Soft copy of the paper to be mailed to [stannesresearchcommittee@gmail.com](mailto:stannesresearchcommittee@gmail.com) by 12<sup>th</sup> July 2023
- Hard copy of the paper to be submitted on the day of seminar
- The best paper will be awarded
- Time limit for presentation: 5 mins

## Registration Details

- On the spot registration should be done on 14<sup>th</sup> July 2023 by 10:30 AM
- Registration fee of- Rs.150/- to be paid only in cash at the time of registration
- Registration fee includes refreshments and certificates
- No lunch will be provided

## ORGANIZING COMMITTEE

### Chief Patron:

Rev. Sr. Dr. Margaret Fatima Mary,  
Secretary

### Patron:

Prof. Nisha Joseph,  
Principal

### Faculty Coordinators:

Dr. Lily Regina Arthi Moses  
Head, Department of Business Administration

Dr. K. Venkatalakshmi  
Research Co-ordinator &  
Head, PG Dept. of Commerce

### Student Coordinators:

Hannah: 7676549628  
Charulatha: 7019516517

## ADDRESS FOR COMMUNICATION

St. Anne's Degree College for Women  
23, Cambridge Rd, Halasuru,  
Bengaluru, Karnataka 560008  
Ph: 08025544454.  
E-mail: [annescollege@gmail.com](mailto:annescollege@gmail.com)  
Visit us @ [www.stannescollege.in](http://www.stannescollege.in)



**Head of the Department**  
Dept. of Business Administration  
St. Anne's Degree College for Women  
#23, Cambridge Road, Halasuru  
Bengaluru. - 560 008



*Nisha Joseph*  
PRINCIPAL  
St. Anne's Degree College  
For Women  
# 23, Cambridge Road, Halasuru,  
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Department of Business Administration and Research Forum in collaboration with IQAC  
Organizes  
' Student Seminar and Paper Presentation on Business Management and Social  
Innovation'

### Programme Schedule

- Introduction
- Invocation Song
- Lighting of the Lamp
- Welcome Address
- Principal's Address
- Presidential Address by Secretary
- Vote of Thanks
- Technical session by the Resources person
- Inaugural Vote of Thanks
- Paper presentation session
- Announcement of the winners and Certificate distribution
- Valedictory

*Arvind*

Head of the Department  
Dept. of Business Administration  
St. Anne's Degree College for Women  
#23, Cambridge Road, Halasuru  
Bangaluru. - 560 008



*Nisile Joseph*

PRINCIPAL  
St. Anne's Degree College  
For Women  
# 23, Cambridge Road, Halasuru,  
Bangalore - 560 008.



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### ' Student Seminar and Paper Presentation on Business Management and Social Innovation' - 2022-23

The student seminar and paper presentation on Business Management and Social Innovation was conducted on 14<sup>th</sup> July, 2023 at the AV Hall from 9.30 am onwards. Students from other colleges were invited to participate and present papers in the Seminar on Business Management and Social Innovation.

#### Registration

The Registration committee started registering the details of student participants and paper presenters of other colleges and PG, UG students of St. Anne's Degree college for women at 9.00 am. Registration Committee was headed by Ms. Sangitha Asst. Prof Department of Hindi, along with their members R.Kavya Asst. Prof Department of Business Administration, Teresse Mariya Asst. Prof PG Department of Commerce the registration continued till 12.00 pm totally there were 154 participants including paper presenters.



*Armed*  
**Head of the Department**  
**Dept. of Business Administration**  
**St Anne's Degree College for Women**  
**#23, Cambridge Road, Halasuru**  
**, Bengaluru - 560 008**



*Nisile Joseph*  
**PRINCIPAL**  
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## Inaugural Ceremony

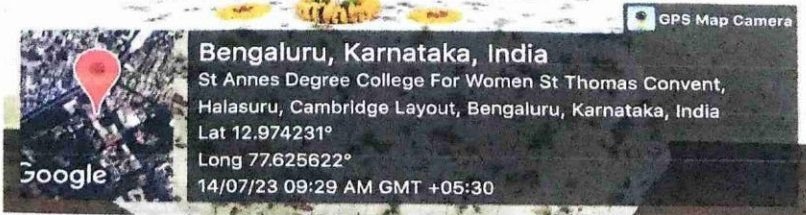
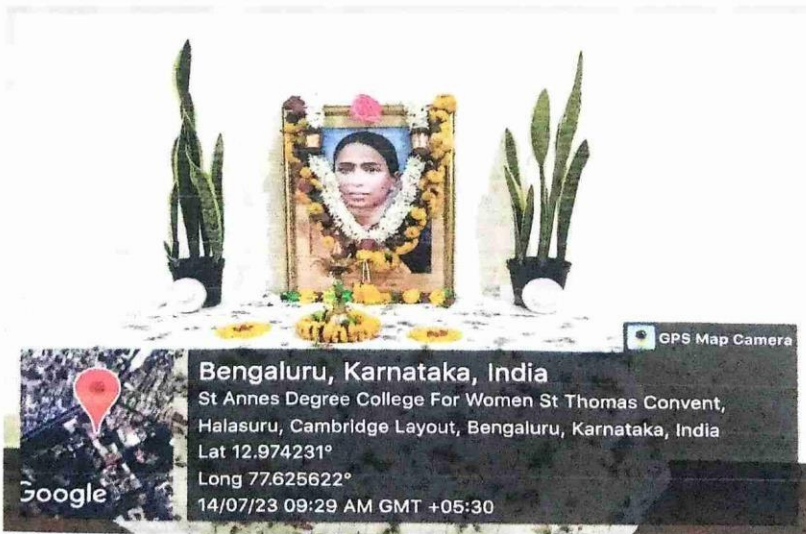
The Seminar began with an Inaugural song by the students of M.Com. The program was inaugurated with lighting of the lamp ceremony by the dignitaries Dr. V Chandrakala, Head, PG Department of Commerce, BMS College for Women, Rev.Sr. Margaret Fathima Mary, Secretary of our College, Prof. Nisha Joseph, Principal of St. Anne's Degree college for Women, , Dr. Lily Regina Arthi Moses, Head, Department of Business Administration, Dr. Venkatalakshmi, Head, PG Department of Commerce.



Bengaluru, Karnataka, India  
St Annes Degree College For Women St Thomas Convent,  
Halasuru, Cambridge Layout, Bengaluru, Karnataka, India  
Lat 12.974231°  
Long 77.625622°  
14/07/23 09:29 AM GMT +05:30



Bengaluru, Karnataka, India  
St Annes Degree College For Women St Thomas Convent,  
Halasuru, Cambridge Layout, Bengaluru, Karnataka, India  
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*Arthi*  
**Head of the Department**  
**Dept. of Business Administration**  
St. Anne's Degree College for Women  
#23, Cambridge Road, Halasuru  
Bangalore - 560 008



*Nisha Joseph*  
**PRINCIPAL**  
St. Anne's Degree College  
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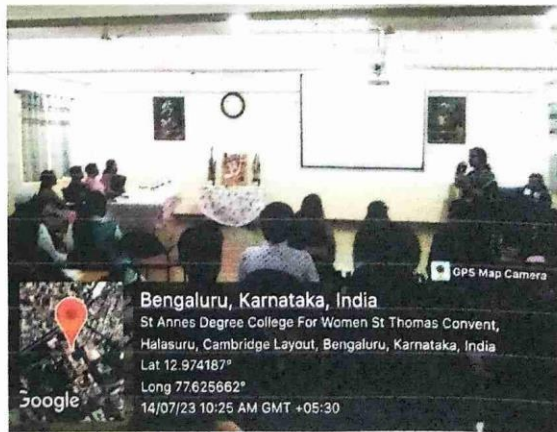
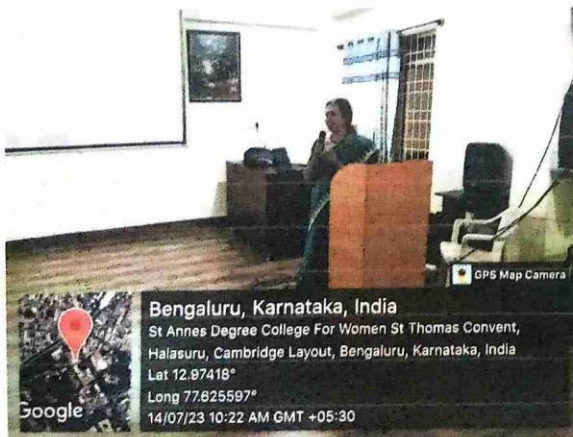
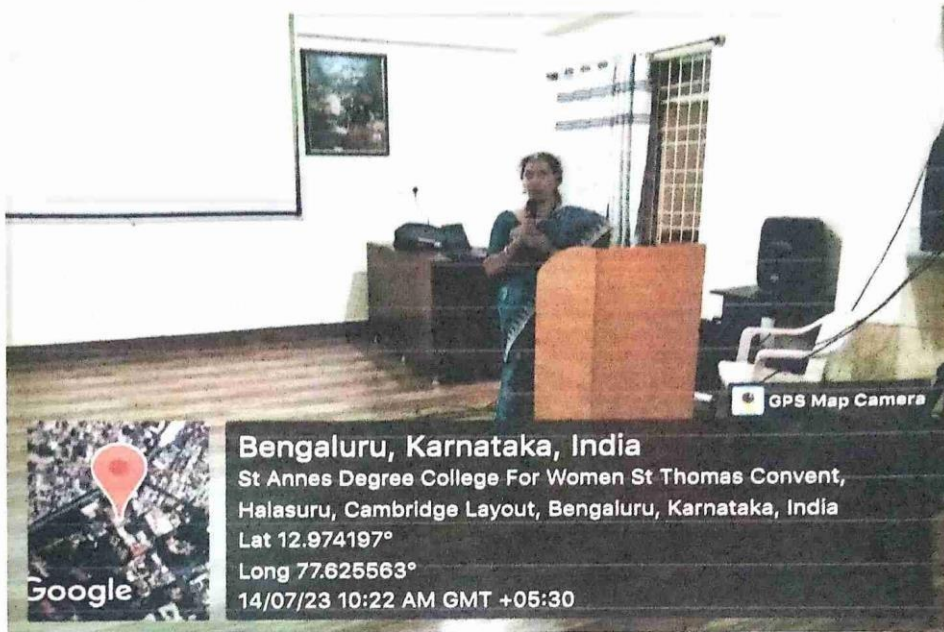


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The event started with welcome address by Ms. Alen Kribhika Asst. Professor Department of Business Administration, followed by the principal's address by Prof. Nisha Joseph on the topic "Transforming India into an Economic Powerhouse, Innovations and exploring ideas on current scenario research areas. Mary, inspiring the students on research endeavours. The Inaugural ceremony was concluded by vote of thanks by Asst. Prof. R.Kavya, Department of Business Administration.



*Archi's*  
**Head of the Department**  
Dept. of Business Administration  
St Anne's Degree College for Women  
#23, Cambridge Road, Halasuru  
Bengaluru - 560 008



*Nisha Joseph*  
**PRINCIPAL**  
St. Anne's Degree College  
For Women  
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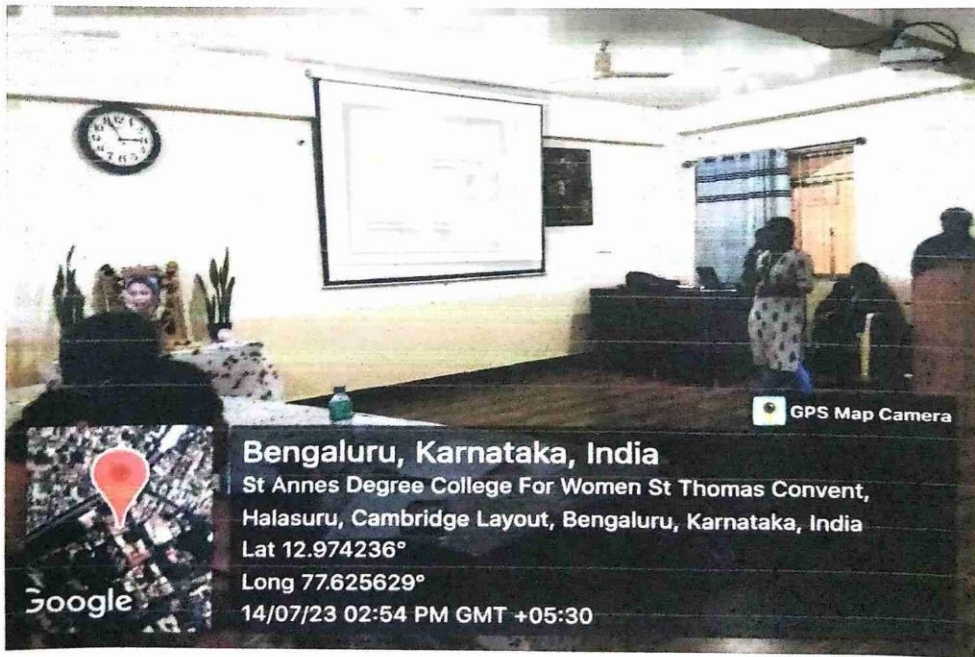


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The Technical Resource Person Dr. V Chandrakala, Head, PG Department of Commerce BMS College for Women gave an enthusiastic Knowledge sharing session on ideas, skills, Plagiarism and ethics on presenting paper effectively and its current trends followed by the paper presentation by students. There were 20 multi-disciplinary papers presented by students. in two tracks. Track one was chaired by Prof. Vecna Kumari and Dr.Vekatalakshmi and track two was chaired by Dr.Lily Regina Arthi Moses.



*Arthi*  
**Head of the Department**  
**Dept. of Business Administration**  
St. Anne's Degree College for Women  
#23, Cambridge Road, Halasuru  
Bangalore - 560 008



*Nisli Joseph*  
**PRINCIPAL**  
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Halasuru, Karnataka, India

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Google

Halasuru, Karnataka, India

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*Adithyana*

**Head of the Department**  
Dept. of Business Administration  
St. Anne's Degree College for Women  
#23, Cambridge Road, Halasuru  
Bangalore - 560 008



*Nisla Joseph*

**PRINCIPAL**  
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Prof. Veena Kumari, Principal of St. Anne's Evening College, provided valuable feedback and suggestions for all the paper presenters. All the papers were reviewed by Prof. Veena Kumari, Principal of St. Anne's Evening College, and the best paper award was declared and presented to Mr. Saksham Mathur and Deore Kaushal Satish of Army Institution of Hotel Management and Catering Technology. The winners were awarded with Trophies and Certificates. The best paper award for the paper presenters of St. Anne's Degree College for Women was presented to Karuniya Sandra.M and Kavya.M from the Department of Computer Application. The winners were awarded with Trophies and Certificates.



**Bengaluru, Karnataka, India**

St Annes Degree College For Women, police station lane, Halasuru, Cambridge

Layout, Bengaluru, Karnataka 560008, India

Lat 12.973979°

Long 77.625863°

14/07/23 03:45 PM GMT +05:30

Google

*Arvind*

**Head of the Department**  
**Dept. of Business Administration**  
St Anne's Degree College for Women  
#23, Cambridge Road, Halasuru  
Bengaluru. - 560 008



*Nisla Joseph*

**PRINCIPAL**  
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## Details of Paper Participations

A total of 120 students participated in the seminar, out of which 34 participants were from 8 different colleges, 78 students from BBA, 20 students from B.Com, 4 students from BCA, 18 students from M.Com.

Participants from other colleges - 34

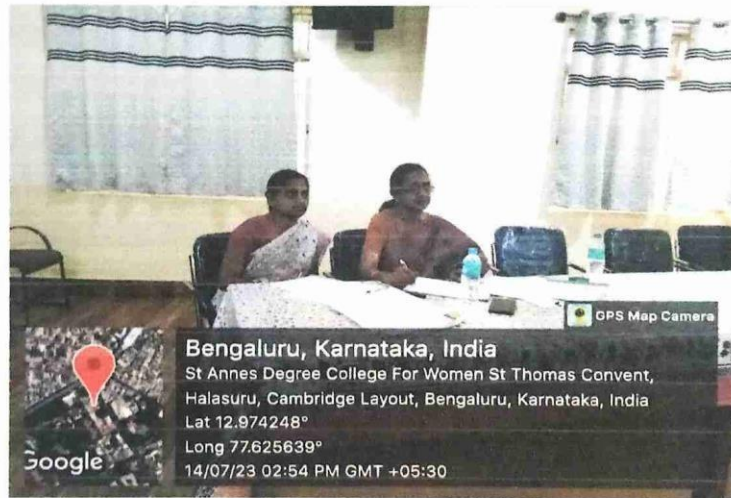
Participants from BBA - 78

Participants from B.Com - 20

Participants from BCA - 04

Participants from M.Com - 18

**Total number of Participants - 154**



## Outcome of the program

- The resources person's speech provided the students with a deeper understanding of the current trends in Business Management and Social Innovation.
- The students gained more knowledge about how to incorporate appropriate research methodology in research papers.
- They got an insight on the format or layout of paper presentation.
- The confidence of the students was enhanced.

**Head of the Department**  
**Dept. of Business Administration**  
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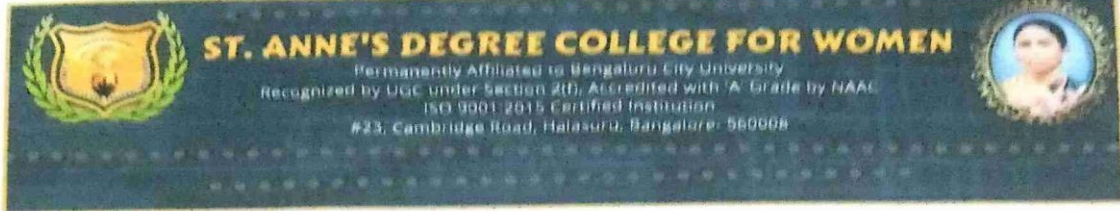


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Department of Business Administration and Research Forum in collaboration with  
IQAC

Student Seminar and Paper Presentation on Business Management and Social  
Innovation 14/07/2023

Registration fee amount details:

Receipt number: 065 – 092

Participants including paper presenters from other colleges - 34

Participants including paper presenters from our colleges - 120


Registration fee for participants and presenters from other colleges is Rs.150

Registration fee for participants and presenters from our colleges is Rs.100


Participants including paper presenters from other colleges -  $34 \times 150 = 5100$

Participants including paper presenters from our colleges -  $120 \times 100 = 12000$

Total - 17100

  
Head of the Department  
Dept. of Business Administration  
St. Anne's Degree College for Women  
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Bangalore - 560 008



  
PRINCIPAL  
St. Anne's Degree College  
For Women  
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# ST. ANNE'S DEGREE COLLEGE FOR WOMEN

Permanently Affiliated to Bengaluru City University  
Recognized by UGC under Section 2(f), Accredited with 'A' Grade by NAAC  
ISO 9001:2015 Certified Institution  
#23, Cambridge Road, Halasuru, Bangalore- 560008



## St. Anne's Degree College for Women

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Halasuru, Bengaluru – 560008



### "Student Seminar and Paper Presentation on Business Management and Social Innovation"

#### Feedback Analysis Report

**Event name** : Student Seminar and Paper Presentation

**Title** : "Business Management and Social Innovation"

**Date & Time** : 14<sup>th</sup> July 2023, 9.00 a.m. 4.30 p.m.

**Resource Person:** Dr. V. Chandrakala Head PG Department of Commerce BMS College for Women

Sl. No.	Questionnaires	Very dissatisfied	Dissatisfied	Good	Very Good	Very Satisfied
1.	How would you rate the Programme and the content?	1	3	4	40	26
2.	The session was effective and helpful	0	3	4	37	29
3.	How would you rate the paper presentation session?	1	0	10	35	28
4.	How would you rate the time management of the seminar?	3	4	13	35	19
5.	The session was structured and the facilitator exhibited a good understanding of the topics.	0	2	14	35	23

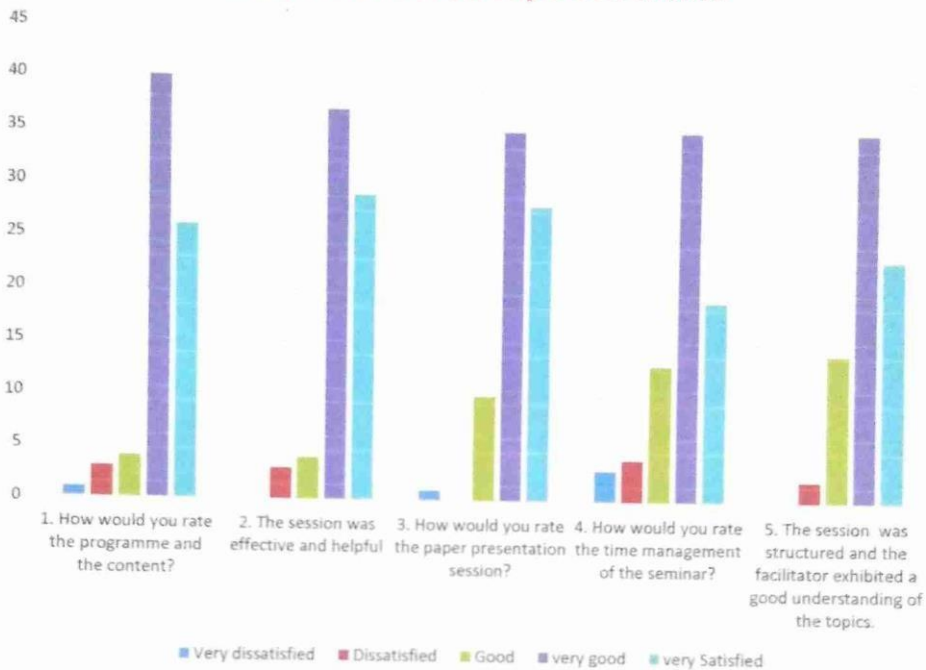


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## Student Seminar and Paper Presentation



### Suggestions:

- ⚡ Presentation time should have been more than 5 min.
- ⚡ The Organizing team should have considered 2<sup>nd</sup> and 3<sup>rd</sup> Prize for the best paper award.
- ⚡ Most of them are Suggested for time management.
- ⚡ The repetition of data collection should have been avoided.
- ⚡ We were happy about the knowledge imparted to us during the seminar

*Arthi*  
HOD

Head of the Department  
Dept. of Business Administration  
St. Anne's Degree College for Women  
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Bangalore - 560 008



*Nisla Joseph*  
Principal

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Department of business administration and Research Forum in Collaboration  
with IQAC

Student Seminar and paper Presentation on Business Management and Social  
Innovation 14/07/2023

### Declaration of Best Paper Award

The Best paper award is presented to Mr. Saksham Mathur & Deepa Kaushal Satish

Of Army Institution of Hotel Management and Catering Technology for the paper titled

"Consumer Behaviour" - A Study conducted on online Food and Beverage  
ordering Among Hostel students

*Vaishali*

nature of the Co-ordinator

Coordinator  
RESEARCH FORUM  
St. Anne's Degree College for Women,  
Halasuru, Bengaluru-560008

*Arvind*

Signature of HOD

Head of the Department  
Dept. of Business Administration  
St. Anne's Degree College for Women  
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Bengaluru - 560 008

*Nisha Joseph*

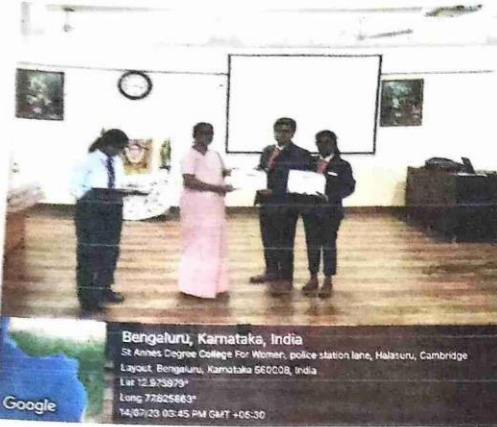
Signature of Principal

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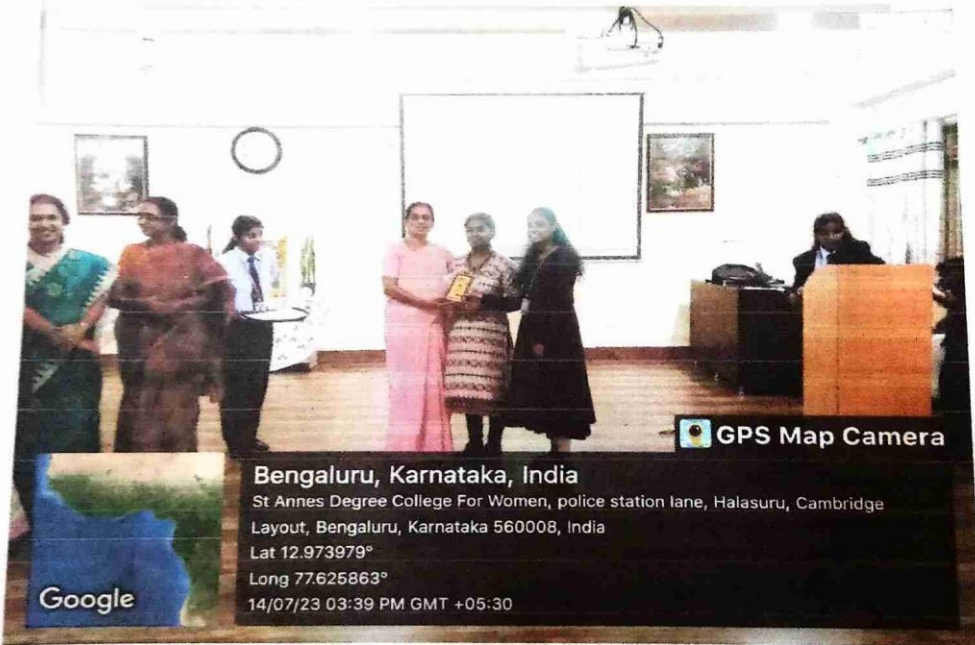
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Long 77.625863°  
14/07/23 03:45 PM GMT +05:30



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*Arthi S*

**Head of the Department**  
**Dept. of Business Administration**  
**St. Anne's Degree College for Women**  
**#23, Cambridge Road, Halasuru**  
**Bengaluru. - 560 008**



*Nisli Joseph*

**PRINCIPAL**  
**St. Anne's Degree College**  
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**ENTREPRENEURIAL TRAINING USING AI BUSINESS  
SIMULATION OF AIMAs BIZ LAB  
ORGANISED BY THE  
DEPARTMENT OF COMMERCE**



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## St. Anne's Degree College for Women

#23, Cambridge Road, Halasuru, Bangalore-08

### DEPARTMENT OF COMMERCE

## CIRCULAR

This is to inform all the students of III Year B.Com that Department of Commerce will be organizing a Guest Lecture on 'Entrepreneurial Training using AI Business Simulation of AIMAs Biz Lab' on 7<sup>th</sup> of July 2023 from 12:30 pm onwards in Auditorium.

*Anulle*

**Ms. Vennila**

**HOD**  
Head of the Department  
Department of Commerce  
St. Anne's Degree College for Women  
#23, Cambridge Road, Halasuru  
Bengaluru - 560 008



*Nisha Joseph*

**Ms. Nisha Joseph**

**Principal**  
**PRINCIPAL**  
St. Anne's Degree College for Women  
#23 Cambridge Road Halasuru  
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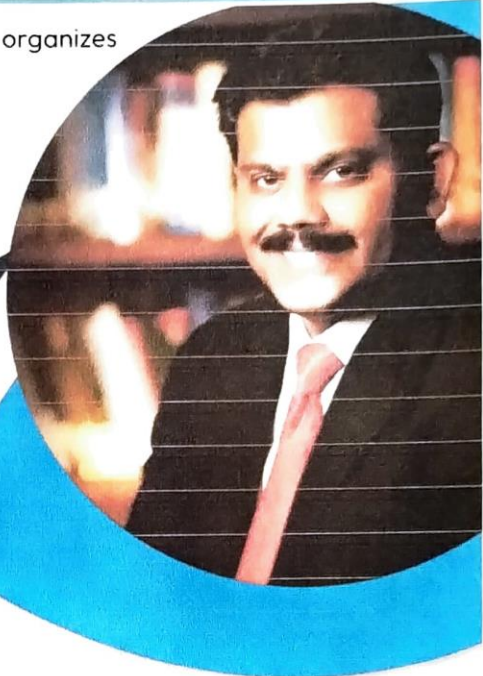
Department of Commerce in collaboration with IQAC organizes

# WORKSHOP

Entrepreneurial Training using AI  
Business Simulation of AIMAs Biz Lab

**Mr. Rajesh Hari Krishnan**

Computer Professional & Research Faculty  
Fire Bird Institute of Research and Management



07 July 2023



12:30 P.M.



Auditorium

Rev. Sr. Dr. Margaret Fatima Mary  
Secretary & Administrator

Prof. Nisha Joseph  
Principal, St. Ann's Degree College

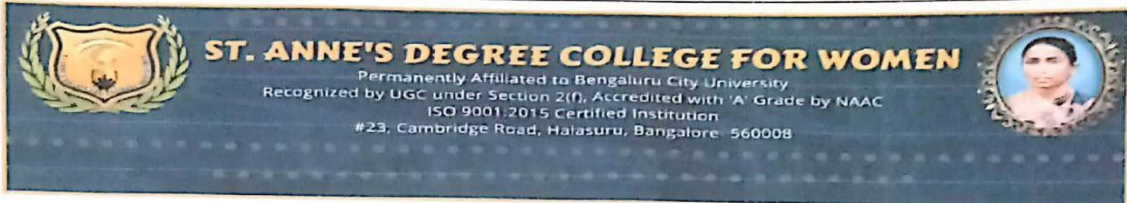
Ms. Vennila A  
HOD - Dept. of Commerce





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### REPORT ON WORKSHOP ON “ENTREPRENEURIAL TRAINING USING AI BUSINESS SIMULATION OF AIMAs BIZ LAB”

**Date:** 07 July 2023

**Resource Persons:** Mr. Rajesh Hari Krishnan, Computer Professional & Research Faculty, Fire Bird Institute of Research & Management

**Venue:** Auditorium

The Department of Commerce in collaboration with IQAC organised a Workshop on Entrepreneurial Training using AI Business Simulation of AIMAs Biz Lab for students of final year B.Com.

The primary agenda of the workshop was to introduce students to the emerging field of AI and business simulation, its uses in business and benefits. The secondary agenda was the promotion of Fire Bird Institute, Coimbatore which is one of the very few institutions that uses AIMAs Biz Lab for training post graduate students.

The workshop began with a welcome address by Ms. Pravalika Paul and presenting a handmade bouquet to the chief guest by Ms. Vennila, HOD – Department of Commerce.





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Mr. Rajesh began the workshop with a brief introduction about Fire Bird Institute of Research & Management and AIMAs Biz Lab. He interacted with the students on the topic of 'pillars of a business' where he compared a business to that of a chair, which rests on 4 pillars (or legs). He used a well prepared and highly informative PowerPoint presentation which engaged the students from the very first minute.

The workshop was a hands-on experiential session where students could play the simulation game and understand various entrepreneurial concepts with the help of live market scenarios, process involved in strategic decision making and results of entrepreneurial decisions.

The highlight of the session was when he engaged the students and faculty in a live demonstration of the AI simulated game using AIMAs Biz Lab. A common login credential was provided to the students and detailed explanation was given for each component of the web page. The user friendly interface of the web page and a good connectivity ensured a smooth, glitch-free experience for the students.

By the end of the session, the students were able to understand the interdependence of different market forces and the strategic/analytical skills required to make sound business decisions. The AIMAs Biz Lab initiative is a progressive step towards preparing students for entrepreneurship/business.

Before ending the workshop, Mr. Rajesh distributed Certificates to the students for attending & participating in the program.

The session ended with a feedback session and a vote of thanks in appreciation of the session and MR. Rajesh.

It was an enlightening knowledge sharing experience for the students, leaving them with a thirst to learn more.





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GPS Map Camera

*Amulla*

Head of the Department  
Department of Commerce  
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#23, Cambridge Road, Halasuru  
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*Nile Joseph*  
PRINCIPAL

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