TECNIA INSTITUTE OF ADVANCED STUDIES
NAAC ACCREDITED GRADE "A" INSTITUTE
Approved by AICTC, Ministry of HRD, Govt. of India, Affiliated to GGSIP University
Recognized Under Sec. 2(f) of UGC Act 1956
INSTITUTIONAL AREA MADHUBAN CHOWK, ROHINI, DELHI 110085
Tel:91-11-27555121-24, E-Mail : directortias@tecnia.in, Website: www.tiaspg.tecnia.in

INSTITUTIONS INNOVATION COUNCIL

EVENT REPORT

Event:	Seminar Celebration
Topic:	Celebrating World Youth Skill Day.
Date:	18.07.2022
Time:	11:30 AM Onwards
Duration:	Two Hour
Venue:	Auditorium, UG Building, TIAS
Program:	BBA, MBA, 1st Year
Coordinator:	Dr.Vaishali Prasad, Assistant Professor, Department of Management Sciences
Convener:	Dr. Nivedita, Head - Training & Placement Cell, IIC In-Charge
Students:	103

Resource Person:

SH. Vikash Sinha, Chief Manager PNB,

Sh. Satish Kumar, Akhil Bhartiya, Swadeshi Jagaran Manch

Objective:

- To make the attendees aware about World Youth Skill Day-15th July.
- To make the attendees understand the entrepreneurial skills.
- To encourage the attendees towards entrepreneurship.
- To make the attendees understand the importance of being entrepreneurs.
- To make the attendees aware about the different schemes of Government for Financial support to start-ups and entrepreneurs.

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Reports:

World Youth Skill Day 15th July was celebrated on 18.07.2022 by Entrepreneurship Development Cell and Institution's Innovation Council TIAS in Tecnia Auditorium from 11.30 AM onwards. The program started with a ceremonial Lamp Lighting and Goddess Saraswati vandana followed by felicitations of guests. The Convener, Dr. Nivedita, Head Training and Placement and In Charge IIC welcomed the guests and highlighted the objective of celebration and itinerary of the program. Dr. Ajay Kumar, in his opening remark highlighted the important points of NEP 2020 and its merits. He asked the attendees to take entrepreneurship as career option and to work on their entrepreneurial skills. He motivated them to start their one business which would contribute in making India self-reliant. In his speech Dr. MN Jha Dean Tecnia Institute of Advanced Studies emphasized on the significant contribution of entrepreneurs in the economy and job generation in developed countries like USA, Germany, and France etc. and encouraged the attendees to become entrepreneurs so that India can meet the 5 trillion economies by 2025. The invited speaker Mr. Satish Kumar from Akhil Bhartiya Swadeshi Jagaran Manch in his motivational speech asked the attendees to adopt Earn While Learn and should start to develop their own enterprise from the very beginning. He gave examples of various big and successful entrepreneurs who started their journey at a very young stage like Mark Zuckerberg, Warren Buffett, Satiram Yadav aka Bittu Tikki Wala, Ritesh Agarwal, Trishanjeet Arora. Mr. Vikas Sinha in his talk discussed the various Government Schemes available for financial support to the entrepreneurs like Mudra Scheme, Stand- Up India, Street Vendor and PMEGP. Mr. Anil Sharma, CA and Swawlambi Bharat Abhiyaan Kendriya Toli Sadasya encouraged the attendees to become job providers rather than job seekers and emphasized that apart from entrepreneurial skills a strong determination is a key factor to become a successful entrepreneur. Few entrepreneurs from the audience who were earning along with their studies also shared their story with everyone and got huge applauds. Later two first generation entrepreneurs Mr. Umesh Kumar Pathak, Director Prasidh Cables and Mr. Hitesh Divedi, Shiv Gun Impex were honoured by Swadeshi Jagaran Mancha and Tecnia through an Appreciation Citation for their effort in generating job opportunities who later also shared their success story. The program ended with a vote of thanks by Mr. Nand Kishore Swadeshi Jagaran Manch followed by high tea with guests. The anchors of the program were Dr. Nivedita and Mr. Sanjay Gaur ExEn BSNL, Vibhag Sanyojak Swadeshi Jagaran Manch and the coordinator for the program was Mr. Mayank Arora, Assistant Professor, Department of Journalism and Mass Communication, Tecnia Institute of Advanced Studies.

Learning Outcome:

- The attendees got awareness for World Youth Skill Day.
- The attendees understood the entrepreneurial skills.
- The attendees were encouraged for entrepreneurship.
- The attendees understood the importance of being entrepreneurs.
- The attendees got awareness about the different schemes of Government for Financial support to start-ups and entrepreneurs.

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Geotag Photos:

Tecnia Institute of Advanced Studies PG Block, Bhagwan Mahavir Marg, Block D, Sector 14, Rohini, Delhi, 110085, India

Latitude
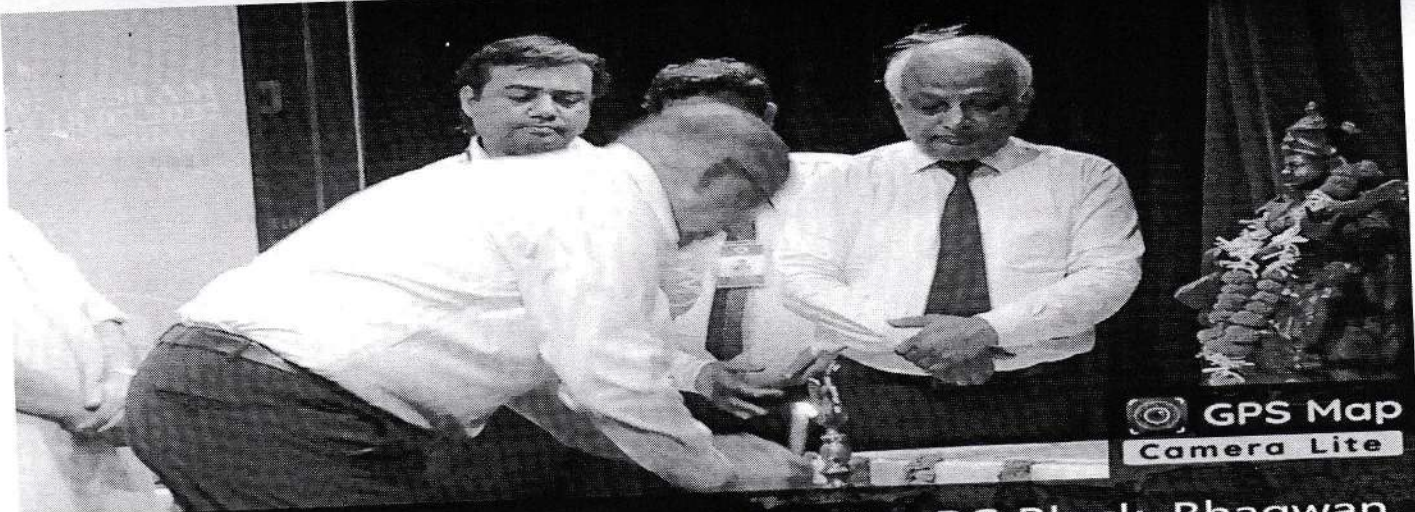28.705796666666668°

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77.13016666666667°

Local 11:59:08 AM
GMT 06:29:08 AM

Altitude 206.5 meters
Monday, 18-07-2022

Tecnia Institute of Advanced Studies PG Block, Bhagwan Mahavir Marg, Block D, Sector 14, Rohini, Delhi, 110085, India
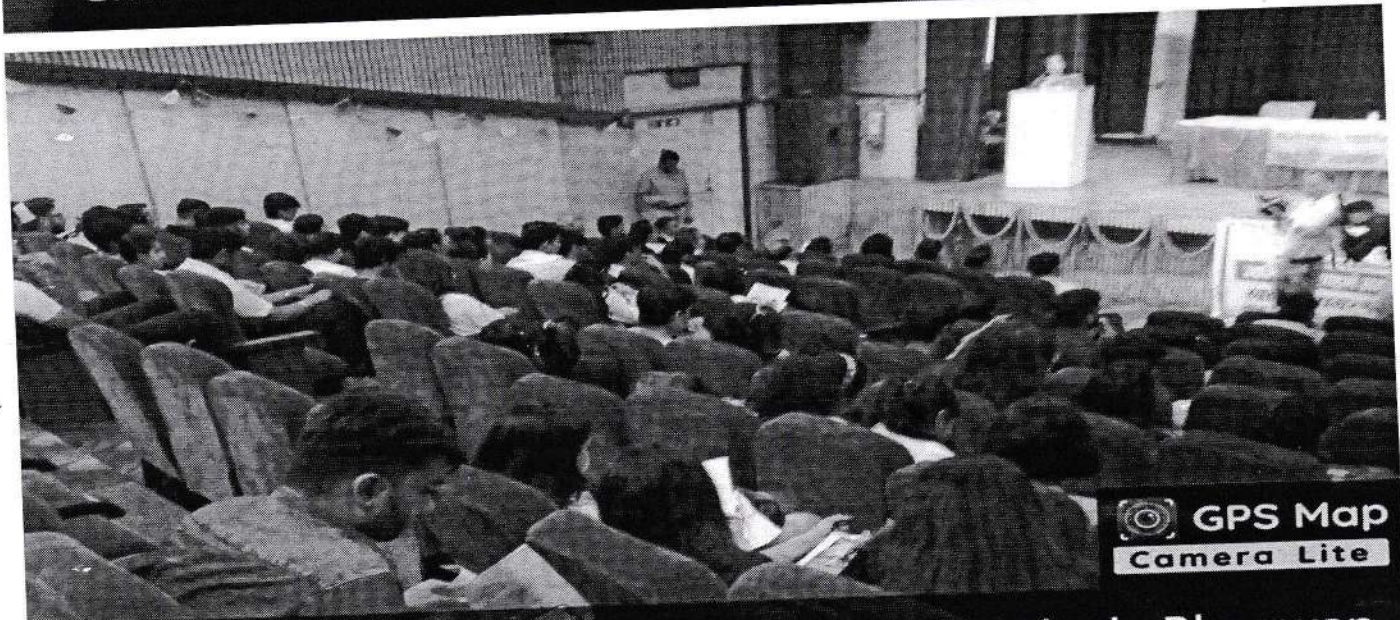
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Longitude
77.13016666666667°

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Altitude 206.5 meters
Monday, 18-07-2022

3

Tecnia Institute of Advanced Studies PG Block, Bhagwan Mahavir Marg, Block D, Sector 14, Rohini, Delhi, 110085, India

Latitude	Longitude
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GMT 06:33:22 AM

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Monday, 18-07-2022

Tecnia Institute of Advanced Studies PG Block, Bhagwan Mahavir Marg, Block D, Sector 14, Rohini, Delhi, 110085, India

Latitude	Longitude
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GMT 06:29:34 AM

Altitude 206.5 meters
Monday, 18-07-2022

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Tecnia Institute of Advanced Studies PG Block, Bhagwan Mahavir Marg, Block D, Sector 14, Rohini, Delhi, 110085, India

Latitude
28.705796666666668°

Longitude
77.13016666666667°

Local 12:03:42 PM
GMT 06:33:42 AM

Altitude 206.5 meters
Monday, 18-07-2022

Tecnia Institute of Advanced Studies PG Block, Bhagwan Mahavir Marg, Block D, Sector 14, Rohini, Delhi, 110085, India

Latitude
28.705796666666668°

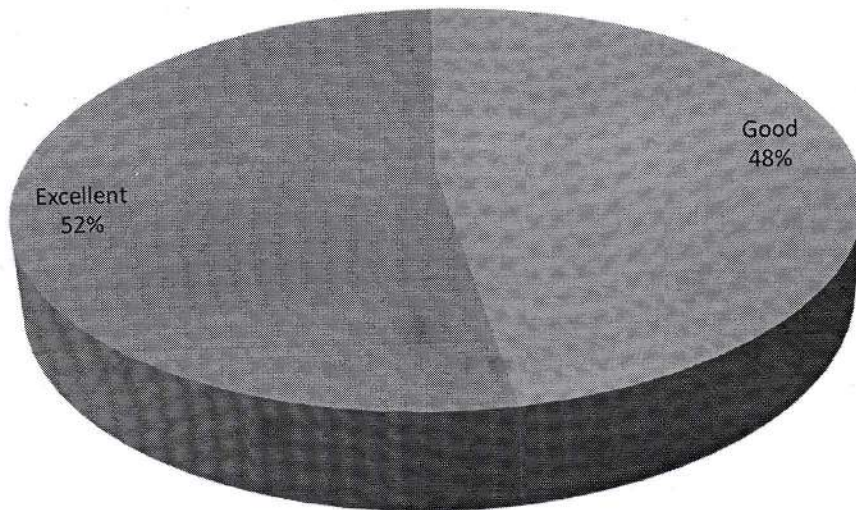Longitude
77.13016666666667°

Local 12:04:16 PM
GMT 06:34:16 AM

Altitude 206.5 meters
Monday, 18-07-2022

MBA-TIAS

Feedback:
Total Students: 103

Overall Feedback of the Seminar

Good
48%

Excellent
52%

Report FDP conducted by TIAS

Date: 23rd – 30th March 2023

Time: 3.00 – 5.00 pm (Hybrid Mode)

Venue: TIAS, Delhi (Microsoft Team)

Topic of the Session: FDP ON RESEARCH METHODOLOGY & DATA ANALYSIS

Resource Person (Name and Designation):

Flyer of the Session

Objective of the Session:

- To provide an overview of Contemporary Research Methodology & Review of Literature.
- To provide the platform for discussion on the methodological requirements of research and to simulate & capture new approaches.
- To enable researchers, irrespective of their discipline, in developing the most appropriate methodology for their research studies.
- To make them familiar with the art of using different research methods and techniques.
- To provide the platform for discussion on the statistical requirements of the research.
- To train and inculcate the skills for Data Analytics.
- To guide participants for Publishable Technical Writings (including Research Ethics)

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Brief Report of the Session: Research is the methodical, unbiased process of obtaining, logging, and analysing data in order to make appropriate and significant conclusions. It suggests thorough inquiry and a commitment to science, where the researcher examines the facts more carefully in order to learn everything that can be learned about the topic at hand. Management decision-making is facilitated and uncertainty is decreased by applied research. One needs to be well-versed in the most recent advancements in research methods to keep up with recent advancements in any area. The Workshop on Research Methodology & Data Analysis will explore the fundamental aspects of research and the consequent need for participants to rethink the assumptions that underlie historical paradigms of research in the field of management while keeping in mind the significance of research methodology. The goal of the course is to give participants a practical way to do research. Participants are likely to leave the workshop with the knowledge and abilities needed to examine the literature, formulate hypotheses, frame research designs, recognise sample procedures, and understand the function and significance of data gathering and analysis tools. The participants will be exposed to some brief theoretical and practical inputs during the seven-day session. The participants are required to bring their research problem and data if they need to work on them during the workshop. At the conclusion, they will do independent data analysis and present their findings to the class.

We are enough fortunate to have the participants from following Organizations in our **FDP. This is proud moment** for our esteemed organization TIAS-

1. Jiwaji university, Gwalior
2. Sri Balaji University, Pune
3. Jawaharlal Nehru University
4. Jai narain vyas university, jodhpur
5. Gujarat Technological University
6. Mohanlal Sukhadia university,Udaipur Rajasthan
7. Lovely Professional University
8. Uttar Pradesh Voluntary Health Association
9. University of Hyderabad
10. RKGIT,Ghaziabad
11. Lal bahadur shastri institute of management and development, Lucknow
12. AKTU, Lucknow
13. Gopal Narayan Singh, Bihar University
14. Institute of Management Studies- Noida
15. Indian Institute of Technology, Roorkee
16. Chitkara University Punjab
17. Guru Gobind singh Indraprastha University (Main Campus), Delhi
18. Prestige institute of management and research Gwalior
19. Babasaheb Bhimrao Ambedkar Central University Lucknow
20. C.S U ,NEW DELHI
21. University of Burdwan
22. Banaras Hindu University(central University) Varanasi
23. MGKVP Varanasi

Learning Outcome of the Session:

- Awareness of research concepts and methods
- Select the appropriate statistical method for the various study topics.
- Use statistical software to analyse data using both basic and advanced statistical approaches.
- Analyse output tables, interpret them, and write up the results for publication.

List of Beneficiaries: As per the Excel Sheet attached herewith-Annexure-1 (Google Response Sheet)

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Geotag Photographs:
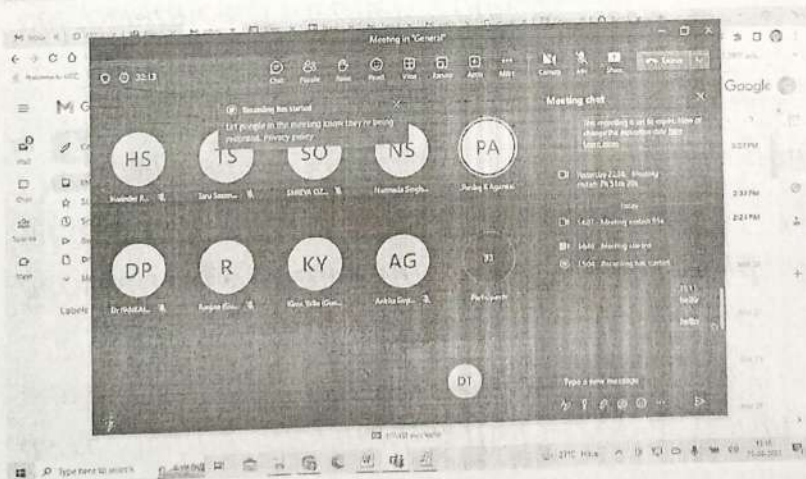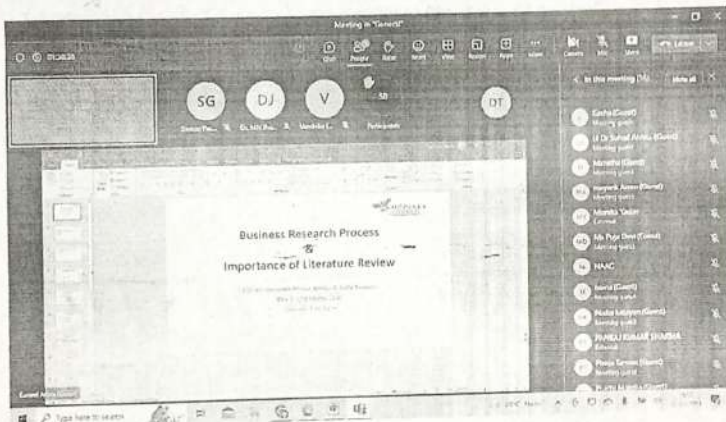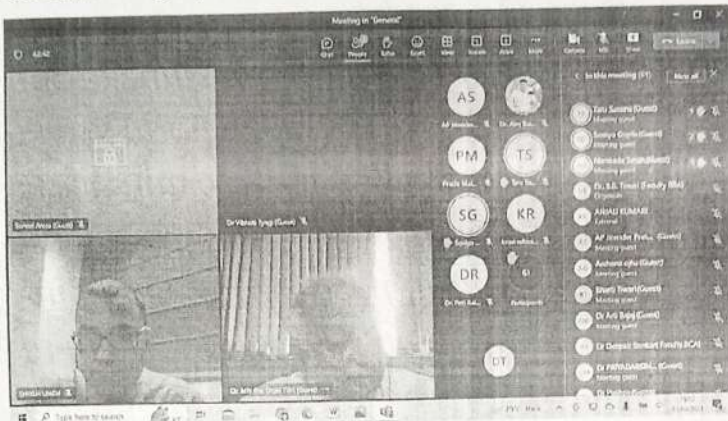
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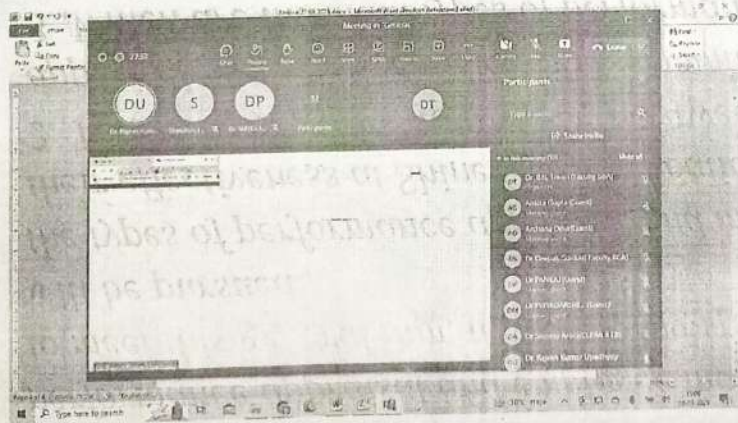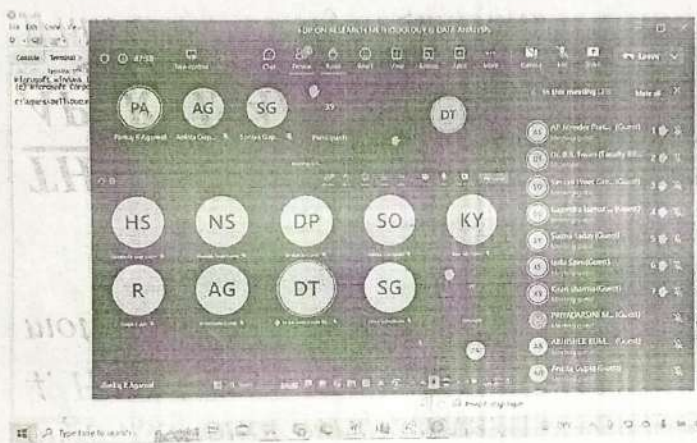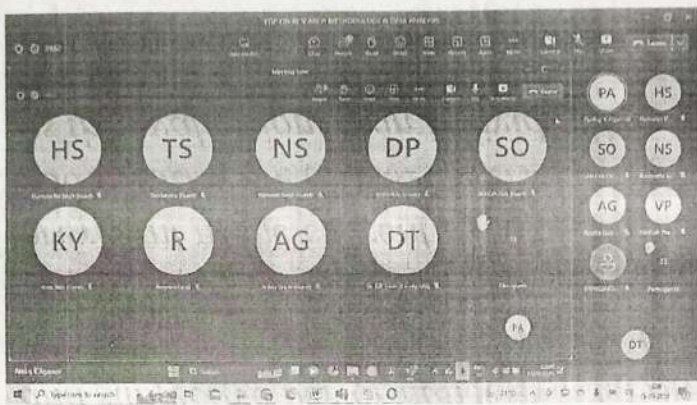
Dr B B Tiwari
05/04/2023

(Convenor)

Dr Shrish Singh

(Co-Convenor)

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FOEII

Collaboration with
Federation of Education in India (FOEII)
Department of Management Sciences
FACULTY DEVELOPMENT PROGRAMME (FDP)
ON
RESEARCH METHODOLOGY & DATA ANALYSIS

S.No.	Date	Day	Topic	Expert
1	23.03.2023	Thursday	• Conceptual Background of Research • Review of Literature, Referencing in writing using software	Dr. Sunil Arora Professor & Asstt. Dean G.D. Goenka University, Gurugram
2.	24.03.2023	Friday	• "Bibliometric Analysis: A quantitative Technique to write a Review Paper using VOS viewer software"	Dr. Manish Kumar Srivastava Christ (Deemed to be University), Bangalore
3.	25.03.2023	Saturday	• Data Analysis with "R"	Prof.(Dr.) Pankaj Agarwal IIM, Jammu
4.	27.03.2023	Monday	• Bibliometric Analysis Using Biblioshiny (R Software) • Data Analysis using SPSS software (Hands-on Experience)	Dr. Shrish Singh (TIAS) Dr. Sandeep Kumar (TIAS)
5.	28.03.2023	Tuesday	• Mediation and moderation analysis in Structure Equation Modelling (SEM)	Prof.(Dr) Rajesh Upadhyay Dean(Management), COER University, Roorkee
6.	29.04.2023	Wednesday	• EFA and multivariate modelling	Dr Nishant Kumar, Associate Professor, Christ University Bangalore

Venue: Tecnia Auditorium, TIAS, Delhi; Time: 3.00 – 5.00 P.M. (Hybrid Mode)
Date: 23rd – 30th March 2023; Registration Now Scan QR Code

CONTACT US:
Dr. B.B. Tiwari :- 9838001910; Mr. Shrish Singh :- 9839079250; Email ID:- chairmanagmentscience@tecnia.in

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FDP ON RESEARCH METHODOLOGY & DATA ANALYSIS

ABOUT THE WORKSHOP:

Research is the methodical, unbiased process of obtaining, logging, and analysing data in order to make appropriate and significant conclusions. It suggests thorough inquiry and a commitment to science, where the researcher examines the facts more carefully in order to learn everything that can be learned about the topic at hand. Management decision-making is facilitated and uncertainty is decreased by applied research. One needs to be well-versed in the most recent advancements in research methods to keep up with recent advancements in any area. The Workshop on Research Methodology & Data Analysis will explore the fundamental aspects of research and the consequent need for participants to rethink the assumptions that underlie historical paradigms of research in the field of management while keeping in mind the significance of research methodology. The goal of the course is to give participants a practical way to do research. Participants are likely to leave the workshop with the knowledge and abilities needed to examine the literature, formulate hypotheses, frame research designs, recognise sample procedures, and understand the function and significance of data gathering and analysis tools. The participants will be exposed to some brief theoretical and practical inputs during the seven-day session. The participants are required to bring their research problem and data if they need to work on them during the workshop. At the conclusion, they will do independent data analysis and present their findings to the class.

OBJECTIVE:

▶ To provide an overview of Contemporary Research Methodology & Review of Literature.

▶ To provide the platform for discussion on the methodological requirements of research and to simulate & capture new approaches.

▶ To enable researchers, irrespective of their discipline, in developing the most appropriate methodology for their research studies.

▶ To make them familiar with the art of using different research methods and technique.

▶ To provide the platform for discussion on the statistical requirements of the research.

▶ To train and inculcate the skills for Data Analytics.

▶ To guide participants for Publishable Technical Writings (including Research Ethics)

EXPECTED LEARNING OUTCOMES:

- Awareness of research concepts and methods.
- Select the appropriate statistical method for the various study topics.
- Use statistical software to analyse data using both basic and advanced statistical approaches.
- Analyse output tables, interpret them, and write up the results for publication.
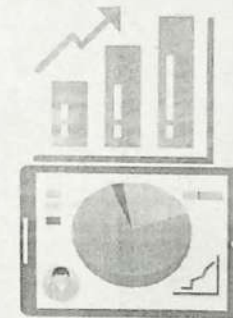
CONTENTS:

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4.	27.03.2023	Monday	• Bibliometric Analysis Using Biblioshiny (R Software) • Data Analysis using SPSS software (Hands-on Experience)	Dr. Shrish Singh (TIAS) Dr. Sandeep Kumar (TIAS)
5.	28.03.2023	Tuesday	• Mediation and moderation analysis in Structure Equation Modelling (SEM)	Prof (Dr) Rajesh Upadhyay Dean(Management) , COER University , Roorkee
6.	29.04.2023	Wednesday	• EFA and multivariate modelling	Dr Nishant Kumar, Associate Professor, Christ University Bangalore

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REGISTRATION FEE:

Faculty and Other Participants	Rs. 500/-
Research Scholars	Rs. 250/-

IMPORTANT DATE:
Last Date for Registration: 20th March 2023

CONTACT US:
Dr. B.B. Tiwari :- 9838001910
Mr. Shrish Singh :- 9839079250
Email ID:- chairmanagmentscience@tecnia.in

REGISTRATION NOW
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Report on WORKSHOP

Title of Activity*	Entrepreneurship & Innovation Workshop
Values	To develop deeper understanding of start-ups and their complexities
Learning Outcomes	The workshop highlighted the importance of innovation in entrepreneurship its value for the longevity of a business. The workshop also emphasized on the opportunity to innovate to make the lives more comfortable and the solutions that can be evolved to make it better, easier and more useful. Entrepreneurs must keep themselves abreast with the current trends and demands. Manufacturers are constantly innovating to produce more without sacrificing the quality. Companies and enterprises keep innovation as part of their organization. Innovations contribute to the success of the company. Entrepreneur, as innovators, see not just one solution to a need. They keep coming up with ideas and do not settle until they come up with multiple solutions. Innovation is extremely important that companies often see their employees' creativity as a solution. The workshop concludes with a note on the promise from both the sides that these kind of workshops will be continued in the times to come
Organized by (Dept./ Centre/ Cells/Clubs/ Committees Name)*	Department of Management Sciences
Program Theme*	Entrepreneurship
External Expert / Internal Expert	Mr. Paritosh Anand and Mr. Manmohan Mishra

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Date*	03-05-2023
Time*	1:30 pm onwards
Venue	TIAS PG Building Board Room
Poster/Flyer/Notice*	
Social media link *(promoting in any one Facebook/Instagram/Twitter is mandatory)*	NA
No. of Students* *(only no. to be written, list in excel or word should be maintain at department level as proof for any further requirement)*	
No. of Faculty* *(only no. to be written, list in excel or word should be maintain at department level as proof for any further requirement)*	NA
No. of External Participants (students + faculty) *[write NA if not applicable]*	NA
(Geotag) Photograph*	

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Delhi Division, Delhi, India
2A & 2B, Phase-1, Madhuban Chowk, Outer Ring Rd,
Long 77.130285°
Lat 28.705516°
3/5/2023 01:40 AM

Report: Description in (min 250 to max 800 words)*

Considered as a global movement, entrepreneurship is presently embryonic in emerging markets like China and India. Social, women, and youth sectors are the sectors that demand innovative solutions, and entrepreneurs have a large playground to cater to, with out-of-the-box ideas that will impact the quality of lives and contribute towards making the world a better and more sustainable place.

Objectives:

• To provide them with deeper understanding of start- ups and their complexities

• To educate students about how innovation helps entrepreneurs to fight and sustain competition.

• To highlight importance of Innovation in Entrepreneurship

Thus, The aim of workshop is to make students aware about start-up and entrepreneurship, to encourage and motivate them for entrepreneurship, which will boost their inner urge for becoming self-employed in future, to be job creator rather than job seeker. Workshop will make students aware about entrepreneurial practices going on in corporate world that would be shared by young entrepreneurs and trainer.

Expert session-I began with talk of Mr. Paritosh Anand enlightened students with grass root knowledge about the ways to start up and how to evaluate and Use Internet in business start-up. His

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	Speech began with innovative ideas which are demanded in market, strategies to convert ideas into business,. In addition, he shared his views on importance of entrepreneurship with ample illustrations and discussion .He also covered the area and field of start-up business. His speech was followed by question answer session in which students get their doubts solved. Mr. Manmohan Mishra continued the session –II on topic "Entrepreneurship Process" His speech began with journey of his own start up and problems faced by his start –up. He informed about problems in startup especially in India and how to solve problems of Indian SME. He also talked about target market and marketing strategies Session ended with question answer session in which students get their doubts solved.
Recourse Person Profile	NA
Attendance Sheet*	*Attached at the end of Report*
Feedback	*Sample feedback Attached at the end of Report*
Report Submitted by Convener *(write faculty coordinator name)*	
For Office Use	
Signature of Event Coordinator	**Signature of School/Department Head** *(With Seal)*
List of Beneficiary	

Fields marked with '' are mandatory*

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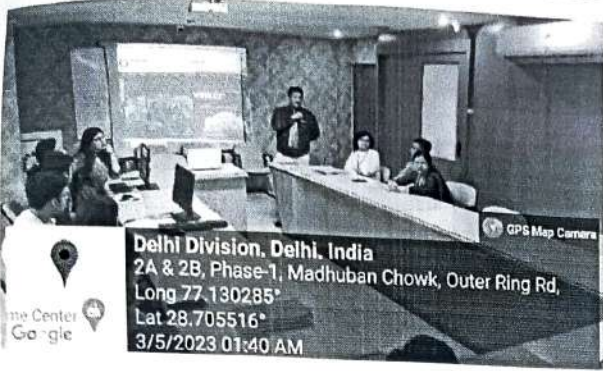## INSTITUTE OF ADVANCED STUDIES
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DELHI INDIA

Report on WORKSHOP

Title of Activity*	**Intellectual Property Right (IPR)**
Values	To develop the understanding of IPR
Learning Outcomes	- Awareness of Intellectual Properties like patent, copyright, trademark, design, trade secret etc. - Application of laws and clauses in the real life in day to day life. - Use of IPR information, particularly relating to patents and designs, for further research and development in developing new product and process.
Organized by (Dept./ Centre/ Cells/Clubs/ Committees Name)*	Department of Management Sciences
Program Theme*	IPR
External Expert / Internal Expert	Mr. Vikesh Kumar, C.A. &, Mr. Sajan Shankar, Advocate

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Date*	04-04-2023
Time*	1:30 pm onwards
Venue	TIAS - Auditorium
Poster/Flyer/Notice*	
Social media link *(promoting in any one Facebook/Instagram/Twitter is mandatory)*	NA
No. of Students* *(only no. to be written, list in excel or word should be maintain at department level as proof for any further requirement)*	....
No. of Faculty* *(only no. to be written , list in excel or word should be maintain at department level as proof for any further requirement)*	NA
No. of External Participants (students + faculty) *[write NA if not applicable]*	NA

(Geotag) Photograph*

Delhi Division, Delhi, India
2A & 2B, Phase-1, Madhuban Chowk, Out
Long 77.130285°
Lat 28.705516°
4/4/2023 01:53 AM

Delhi Division, Delhi, India
2A & 2B, Phase-1, Madhuban Chowk, Outer Ring Rd,
Long 77.130285°
Lat 28.705516°
4/4/2023 01:59 AM

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8

Delhi Division, Delhi, India
2A & 2B, Phase-1, Madhuban Chowk, Outer Ring Rd,
Long 77.130285°
Lat 28.705516°
4/4/2023 02:12 AM

Google | GPS Map Camera

Report: Description in (min 250 to max 800 words)*

The workshop was started by the inauguration session. The workshop was inaugurated by honourable guest of honour Mr. Vikesh Kumar, CA. The workshop was carried out in 3 sessions. **1st Session:** The introductory session was taken by the speaker. In this session, a complete introduction on intellectual properties, intellectual property laws & their clauses. In this session, the students were taught about the Intellectual Property Rights & their principles. Also the students were given enough information about how to use this knowledge to proceed forward in a start-up company. Also they have been taught how to use intellectual property laws in case of injustice and the legal options available in Indian judicial system. **2nd Session:** Complete information on intellectual properties like patent, copyright, trademark, design, trade secret etc. was given. Also the speaker explained the difference between these topics, also the validity for each right, judicial laws available under each right & the limitations of each right. **3rd Session:** This was an activity session for the students where students were given an activity to

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come up with an innovative idea, solution & presentation for the given problem statements. Also the students were needed to inculcate how the students can use the above taught intellectual property rights, claim the benefits & get security in their startups. The program was concluded by the valedictory session which was undergone in presence of Mr. Vikesh Kumar, C.A. &, Mr. Sajan Shankar, Advocate, where each participant was awarded by a certificate of participation. Also each student organiser was awarded by a certificate of appreciation.

Recourse Person Profile	NA
Attendance Sheet*	*Attached at the end of Report*
Feedback	*Sample feedback Attached at the end of Report*
Report Submitted by Convener (write faculty coordinator name)	
For Office Use	
Signature of Event Coordinator	**Signature of School/Department Head** (With Seal)
List of Beneficiary	

Fields marked with '' are mandatory*

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Report on WORKSHOP

Title of Activity*	Significance of Literature Review in Research Methodology
Values	To develop research acumen in the students
Learning Outcomes	• Awareness of research concepts and methods. • Select the appropriate statistical method for the various study topics. • Use statistical software to analyse data using both basic and advanced statistical approaches. • Analyse output tables, interpret them, and write up the results for publication.
Organized by (Dept./ Centre/ Cells/Clubs/ Committees Name)*	Department of Management Sciences
Program Theme*	Research Methodology
External Expert / Internal Expert	Mr. Shrish Singh

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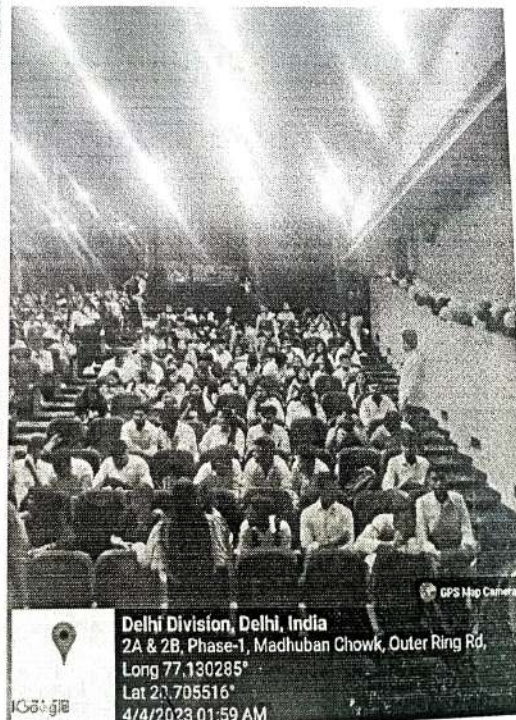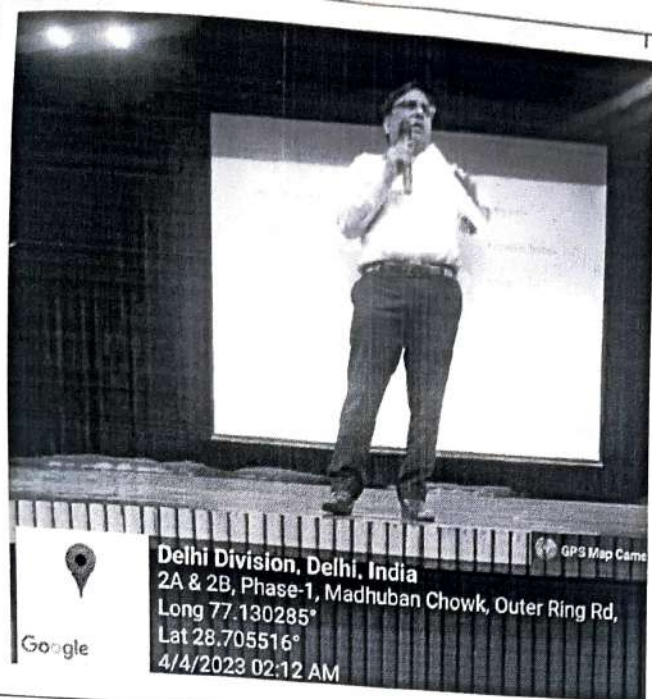|	
Date*	14-03-2023
Time*	1:30 pm onwards
Venue	TIAS PG Building Room No. 1406
Poster/Flyer/Notice*	
Social media link *(promoting in any one Facebook/Instagram/Twitter is mandatory)*	NA
No. of Students* *(only no. to be written, list in excel or word should be maintain at department level as proof for any further requirement)*	43
No. of Faculty* *(only no. to be written , list in excel or word should be maintain at department level as proof for any further requirement)*	02
No. of External Participants (students + faculty) *[write NA if not applicable]*	NA

(Geotag) Photograph*
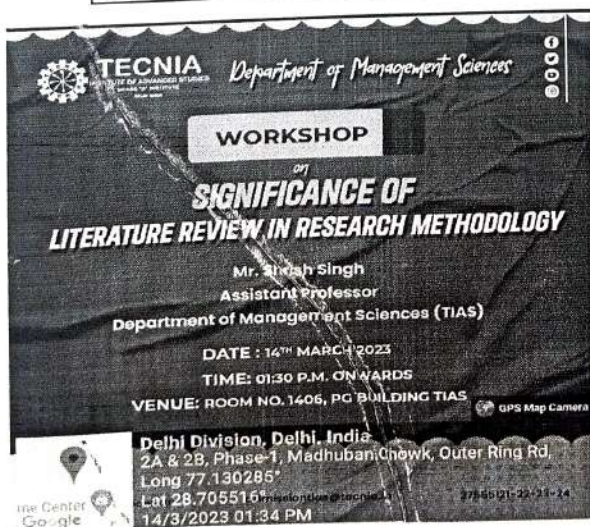
Banner	Students During workshop

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Resource Person (Mr. Shrish Singh) delivering lecture	
	Research is the methodical, unbiased process of obtaining, logging, and analysing data in order to make appropriate and significant conclusions. It suggests thorough inquiry and a commitment to science, where the researcher examines the facts more carefully in order to learn everything that can be learned about the topic at hand. Management decision-making is facilitated and uncertainty is decreased by applied research. One needs to be well-versed in the most recent advancements in research methods to keep up with recent advancements in any area. The Workshop on Research Methodology & Data Analysis will explore the fundamental aspects of research and the consequent need for participants to rethink the assumptions that underlie historical paradigms of research in the field of management while keeping in mind the significance of research methodology. The goal of the course is to give participants a practical way to do research. Participants are likely to leave the workshop with the knowledge and abilities needed to examine the literature, formulate hypotheses, frame research designs, recognise sample procedures, and understand the function and significance of data gathering and analysis tools. The participants will be exposed to some brief theoretical and practical inputs during the seven-day session. The participants are required to bring their research problem and data if they need to work on them during the workshop. At the conclusion, they will do independent data analysis and present their findings to the class.
Report: Description in (min 250 to max 800 words)*	

Objectives

- To provide an overview of Contemporary Research Methodology & Review of Literature.
- To provide the platform for discussion on the

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3

methodological requirements of research and to simulate & capture new approaches.

- To enable researchers, irrespective of their discipline, in developing the most appropriate methodology for their research studies.
- To make them familiar with the art of using different research methods and techniques.
- To provide the platform for discussion on the statistical requirements of the research.
- To train and inculcate the skills for Data Analytics.
- To guide participants for Publishable Technical Writings (including Research Ethics)

Contents:

- Conceptual Background of Research
- Review of Literature, Referencing in writing using software
- Conceptualization of Variables and Measurement
- Research Problem: Qualitative and Quantitative Research
- Research Design, Identification of Research Topics, Hypothesis Formulation
- Tools & Techniques of Data Collection: Primary & Secondary, Data Collection Questionnaire Design & Testing
- Reliability and Validity of Measurement and Data
- Factor Analysis: Exploratory and confirmatory factor analysis
- Methods and concepts of factor analysis
- Data Analysis using *SPSS software* (Hands-on Experience)
- Data Analysis using *AMOS software* (Hands-on Experience)
- Data Analysis using *Smart-PLS software* (Hands-on Experience)
- Problems faced during Research and their Remedies
- Writing Academic Research Papers
- Ethical and Copyright Issues (Plagiarism) in Research

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Recourse Person Profile	NA
Attendance Sheet*	*Attached at the end of Report*
Feedback	*Sample feedback Attached at the end of Report*
Report Submitted by Convener *(write faculty coordinator name)*	

For Office Use	
Signature of Event Coordinator	**Signature of School/Department Head** (With Seal)
List of Beneficiary	

Fields marked with '' are mandatory*

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BB^ ^AS

TECNIA INSTITUTE OF ADVANCED STUDIES

NAAC ACCREDITED GRADE 'A' INSTITUTE
Department of Management Sciences (MBA)
(Session: 2022-23)

Dated: 05/03/2023

NOTICE

Kind Attn: MBA Students

Subject: Value Added Course: Advanced SPSS

In reference to the approval of Departmental Academic Committee of Department of Management Sciences (MBA) on the subject cited above, the VAC is proposed to commence w.e.f 13/03/2023 on Friday at 01:40 pm to 02:30 pm and 03:00 pm to 03:50 pm for the students.

All the students of of MBA program who desire to upskill their skillset must adhere to the following points:

Details of the VAC are as follows:

S.No.	VAC	Resource Person	Beneficiary	Schedule	Venue
1.	Certificate in Advanced SPSS	Dr. Sandeep Kumar and Mr. Shrish Singh	MBA Students	Friday at 01:40 pm to 02:30 pm and 03:00 pm to 03:50 pm	IT Lab

Note:-

1. Interested students can register for the course in the office of HoD MBA up to the closing hrs of 13/03/2023.
2. The Course classes will be held on Friday at 01:40 pm to 02:30 pm and 03:00 pm to 03:50 pm.
3. Students are required to attain minimum 75% for the submission of his candidature for assessment.
4. Assessment will be held based on viva voice and written/ practical examination.

Annexures -
1: Brochure
2: Course Contents

Ms. Manisha Sharma
Coordinator – VAC
CC to:
Director
Dean
IQAC
ITC Head for updation of the website

Dr. Reema Sharma
HOD-MBA

SYLLABI

For

Value Added Course

On Advanced SPSS

(w.e.f. 13.03.2023)

Offered by

Department of Management Sciences

Masters of Business Administration
(Session: 2022-23)

TECNIA INSTITUTE OF ADVANCED STUDIES

NAAC ACCREDITED "A"GRADE INSTITUTE

3 PSP, Institutional Area Madhuban Chowk, Bhagwan Mahavir Marg, Sector 14, Rohini, New

Delhi, 110085

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Course Module

For

Value Added Course

Certification in NISM Mutual Fund

Evaluation Pattern: On the basis of MCQ exam followed by Viva Voce
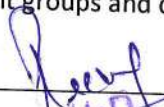
Total Duration required: 30 Hours

Course Structure

S.No.	Contents Deliverance	Learning Outcomes
1	Basic on variable, data reading and editing, Data interpretation, Sampling size selection and sampling error (2hrs)	Students will be able to apply fundamental concepts of variables, effectively read and edit data, interpret data accurately, select appropriate sampling sizes, and understand and mitigate sampling errors.
2	Measure of central tendency : calculation of Mean, Median and Mode (2hrs)	Students will demonstrate the ability to calculate measures of central tendency, including mean, median, and mode, and comprehend their significance in analyzing and summarizing data.
3	Variance ,standard deviation , Range, Sample mean, variance, S.D , Coefficient of variation (2hrs)	Students will be proficient in calculating and interpreting variance, standard deviation, range, sample mean, sample variance, sample standard deviation, and coefficient of variation, and apply these measures to assess data variability.
4	Basics : Parametric testing (3hrs)	Students will gain a solid foundation in the basics of parametric testing, understanding its underlying principles, assumptions, and appropriate application in analyzing data, enabling them to make informed statistical inferences.

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5	Tests for mean and variance, t test (2hrs)	Students will be capable of conducting hypothesis tests for mean and variance, particularly using the t-test. They will also interpret the results accurately, allowing for sound decision-making and drawing valid conclusions.
6	Chi square test and test for proportions (2hrs)	Students will develop the skills necessary to perform chi-square tests and tests for proportions, enabling them to analyze categorical data effectively and assess associations and differences between categorical variables.
7	ANOVA (2hrs)	Students will be proficient in applying analysis of variance (ANOVA) to compare means across multiple groups, and they will interpret ANOVA results to determine significant differences between the group means.
8	Non Parametric hypothesis testing (2hrs)	Students will gain competence in nonparametric hypothesis testing, including the utilization of tests such as the Wilcoxon Sign Rank Test, Sign Test, Kruskal Wallis one-way test, Whitney U test, and Spearman Rank correlation coefficient test, enabling them to make reliable statistical inferences in situations where parametric assumptions are not met.
9	Levene's test (2hrs)	Students will possess the ability to perform Levene's test, allowing them to assess the equality or inequality of variances in different groups and make informed decisions based on the results.
10	Wilcoxon Sign Rank Test (2hrs)	Students will develop proficiency in conducting the Wilcoxon Sign Rank Test, enabling them to compare paired data sets and make valid statistical inferences when parametric assumptions are not met.
11	Sign test (2hrs)	Students will acquire the necessary skills to conduct the Sign Test, allowing them to analyze the direction and significance of differences within paired data sets.
12	Kruskal Wallis one way test (2hrs)	Students will gain a comprehensive understanding of the Kruskal Wallis one-way test, enabling them to compare medians across multiple independent groups and draw appropriate conclusions from the results.

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13	Mann-Whitney U test (2hrs)	Students will be capable of performing the Whitney U test, allowing them to compare independent samples and make reliable statistical inferences when parametric assumptions are violated.
14	Spearman Rank correlation coefficient test and Regression test (3hrs)	Students will develop proficiency in applying the Spearman Rank correlation coefficient test, enabling them to assess the strength and direction of monotonic relationships between variables and interpret the significance of the results accurately

References:

- SPSS for Beginners by Vijay Gupta ,Published by VJBooks Inc.
- Parametric and Nonparametric "Statistical procedures", Third Edition by David J. Sheskin ii. Statistics Principles and Methods, Sixth Edition by Richard A. Johnson and Gouri K. Bhattacharyya , John Wiley & Sons, Inc.
- Discovering statistics using SPSS , second edition by Andy Field , Sage publication

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TECNIA INSTITUTE OF ADVANCED STUDIES
NAAC ACCREDITED GRADE "A" INSTITUTE
Approved by AICTE, Ministry of HRD, Govt. of India Affiliated To GGSIP University
Recognized under Sec 2(f) of UGC ACT 1956
INSTITUTIONAL AREA, MADHUBAN CHOWK, ROHINI, DELHI- 110085
Tel: 91-11-27555121-24, E-Mail: directortias@tecnia.in; Website: www.tiaspg.tecnia.in

Department of Management Sciences

Report
on
Value Added Course on Advanced SPSS

ACTIVITY: Value Added Course	
TITLE : Advanced SPSS	
VALUES: Data analysis skills, Effective decision making, Research and publication opportunities	
LEARNING OUTCOMES: Students will be equipped with advanced SPSS skills and knowledge, enabling them to conduct sophisticated data analysis, make informed decisions, and contribute effectively to research and data-driven projects in various domains.	
Organized by: Department of Management Sciences (MBA)	
Program Theme: Value Added Course on Advanced SPSS	
Internal Experts: Dr. Sandeep Kumar, Mr. Shrish Singh	
Date: 13th March, 2023	
Time: 01:40 pm onwards	
Venue: Room no.- IT LAB	
Poster/Flyer/Notice*	
Social media link (promoting in any one Facebook/Instagram/Twitter is mandatory)	N.A.
No. of Students* (only no. to be written, list in excel or word should be maintain at department level as proof for any further requirement)	50
No. of Faculty* (only no. to be written , list in excel or word should be maintain at department level as proof for any further requirement)	2
No. of External Participants (students + faculty) [write NA if not applicable]	N.A.
(Geotag) Photograph*	
Photograph of the Event with the Caption	
Report: Description in (min 250 to max 800 word)*	A Value Added Course on Advanced SPSS was organized by Department of Management Sciences, in Tecnia Institute of Advanced Studies in Offline
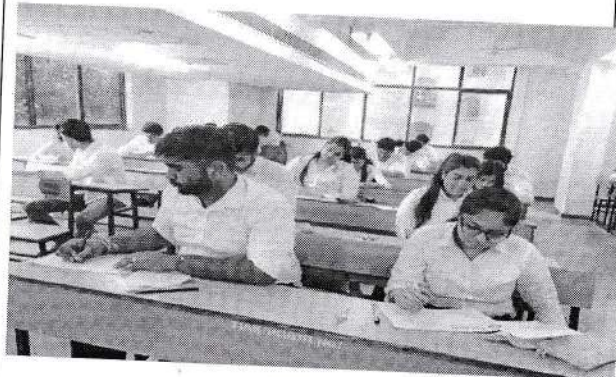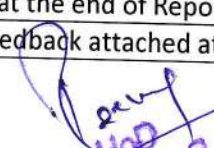
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	Mode. The theme of this course was learning about advanced data analysis skills and proficiency using the SPSS software. It was organized for MBA students of 2nd semester and 4th to provide them the understanding of the Advanced Data Analysis with SPSS. This course demonstrates critical thinking and analytical skills for business decision making. There are different modules for different segments of SPSS such as data interpretation, measures of central tendency, hypothesis testing, parametric and non-parametric tests, levene's test, Wilcoxon Sign Rank Test, Sign Test are important from employment point of view. This course leads students from the basics of statistics to more advanced Concepts. The Course was practical in nature and was having operational and conceptual knowledge of Advanced SPSS to become employable in the organizations dealing in . After completing the course, students will know the operational and conceptual knowledge of Mutual Fund to become employable in the organizations dealing in Mutual Fund segment. Student will understand the basics concepts of SPSS such as their role, structure and participants will gain a deeper understanding of statistical concepts, learn to apply advanced statistical models, and develop critical thinking skills necessary for effective data analysis and interpretation etc. This course emphasizes the benefits and value of undertaking the Value Added Course on Advanced SPSS. It highlights the potential career advancement opportunities, increased employability, and enhanced decision-making capabilities that participants can gain through the course. It also discusses the practical applications of the learned skills in various fields such as market research, social sciences, healthcare, finance, and academia.
Resource Person Profile	Dr. Sandeep Kumar Professor in Department of Management Sciences, he is having more than 15 years of teaching experience, his expertise is in Research. Mr. Shrish Singh Assistant Professor in Department of Management Sciences, he is having more than 14 years of teaching experience, his expertise is in Research.
Attendance Sheet*	Attached at the end of Report
Feedback	Sample feedback attached at the end of Report

HoD
MBA-TIAS

Report Submitted by Convener (write faculty coordinator name)	Mrs. Keenika Arora
For Office Use	
Mrs. Manisha Sharma **Signature of Event Coordinator**	**Signature of Head of Department** (with seal)

Fields marked with '*'are mandatory

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TECNIA INSTITUTE OF ADVANCED STUDIES

NAAC ACCREDITED "A"GRADE INSTITUTE
Department of Management Sciences
(Session: 2022-23)

Dated: 05/03/2023

Kind Attn: MBA Students
Subject: Value Added Course on Advanced SPSS

Status as on date: 05/03/2023

This is to certify that the course module for Value Added Course on NISM Mutual Fund scheduled from 13.03.2023 to 13.06.2023 comprising of 30 Hours deliverance has been completed by the resource person Dr. Sandeep Kumar, Faculty in Department of Management Sciences MBA with the module contents as under:-

S.No.	Contents Deliverance	Learning Outcomes
1	Basic on variable, data reading and editing, Data interpretation, Sampling size selection and sampling error (2hrs)	Students will be able to apply fundamental concepts of variables, effectively read and edit data, interpret data accurately, select appropriate sampling sizes, and understand and mitigate sampling errors.
2	Measure of central tendency : calculation of Mean, Median and Mode (2hrs)	Students will demonstrate the ability to calculate measures of central tendency, including mean, median, and mode, and comprehend their significance in analyzing and summarizing data.
3	Variance ,standard deviation , Range, Sample mean, variance, S.D , Coefficient of variation (2hrs)	Students will be proficient in calculating and interpreting variance, standard deviation, range, sample mean, sample variance, sample standard deviation, and coefficient of variation, and apply these measures to assess data variability.
4	Basics : Parametric testing (3hrs)	Students will gain a solid foundation in the basics of parametric testing, understanding its underlying principles, assumptions, and

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MBA-TIAS

		appropriate application in analyzing data, enabling them to make informed statistical inferences.
5	Tests for mean and variance, t test (2hrs)	Students will be capable of conducting hypothesis tests for mean and variance, particularly using the t-test. They will also interpret the results accurately, allowing for sound decision-making and drawing valid conclusions.
6	Chi square test and test for proportions (2hrs)	Students will develop the skills necessary to perform chi-square tests and tests for proportions, enabling them to analyze categorical data effectively and assess associations and differences between categorical variables.
7	ANOVA (2hrs)	Students will be proficient in applying analysis of variance (ANOVA) to compare means across multiple groups, and they will interpret ANOVA results to determine significant differences between the group means.
8	Non Parametric hypothesis testing (2hrs)	Students will gain competence in nonparametric hypothesis testing, including the utilization of tests such as the Wilcoxon Sign Rank Test, Sign Test, Kruskal Wallis one-way test, Whitney U test, and Spearman Rank correlation coefficient test, enabling them to make reliable statistical inferences in situations where parametric assumptions are not met.
9	Levene's test (2hrs)	Students will possess the ability to perform Levene's test, allowing them to assess the equality or inequality of variances in different groups and make informed decisions based on the results.
10	Wilcoxon Sign Rank Test (2hrs)	Students will develop proficiency in conducting the Wilcoxon Sign Rank Test, enabling them to compare paired data sets and make valid statistical inferences when parametric assumptions are not met.

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MBA-TIAS

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11	Sign test (2hrs)	Students will acquire the necessary skills to conduct the Sign Test, allowing them to analyze the direction and significance of differences within paired data sets.
12	Kruskal Wallis one way test (2hrs)	Students will gain a comprehensive understanding of the Kruskal Wallis one-way test, enabling them to compare medians across multiple independent groups and draw appropriate conclusions from the results.
13	Mann-Whitney U test (2hrs)	Students will be capable of performing the Whitney U test, allowing them to compare independent samples and make reliable statistical inferences when parametric assumptions are violated.
14	Spearman Rank correlation coefficient test and Regression test (3hrs)	Students will develop proficiency in applying the Spearman Rank correlation coefficient test, enabling them to assess the strength and direction of monotonic relationships between variables and interpret the significance of the results accurately

All the above contents are delivered to the best of my knowledge and belief and nothing is withheld.

Signature of Faculty

Name of Faculty:
Dated:

Submitted to HoD-

Value Added Course – Advanced SPSS

Programme	MBA
Resource Person	Dr. Sandeep Kumar & Mr Shrish Singh
Session	2022-23

S.NO	Enroll No.	Name of Student	1 (13/3)	2 (17/3)	3 (17/3)	4 (24/3)	5 (24/3)	6 (31/3)	7 (31/3)	8 (31/3)	9 (01/4)	10 (08/4)	11 (08/4)	12 (15/4)	13 (15/4)	14 (21/4)	15 (21/4)	16 (28/4)	17 (28/4)	18 (29/4)	19 (06/5)	20 (06/5)	21 (12/5)	22 (12/5)	23 (13/5)	24 (19/5)	25 (19/5)	26 (20/5)	27 (26/5)	28 (26/5)	29 (27/5)	30 (02/6)	31 (02/6)	32 (03/06)	33 (09/6)	34 (09/6)	35 (10/6)	36 (12/6)	Total Present	Total Absent	Percentage
1	00117003922	BADAL PAL																																					33	3	91.67
2	00217003922	RAKSHIT RANA																																					32	4	88.89
3	00317003922	APARNA MISHRA																																					33	3	91.67
4	00417003922	VANSHIKA																																					33	3	91.67
5	00517003922	ANSHUL KHOKHAR																																					31	5	86.11
6	00617003922	VIDUSHI ARORA																																					32	4	88.89
7	00717003922	TARUN TOMAR																																					32	4	88.89
8	00817003922	VARSHA																																					32	4	88.89
9	00917003922	YASH																																					32	4	88.89
10	01017003922	AASHISH CHAUDHARY																																					33	3	91.67
11	01117003922	SAHIL THAKUR																																					32	4	88.89
12	01217003922	DEEPAK																																					31	5	86.11
13	01317003922	NISHA MANDAL																																					35	1	97.22
14	01417003922	NANCY																																					32	4	88.89
15	35117003922	PRIYANKA SAIGAL																																					31	5	86.11
16	35121303922	VISHAKHA																																					30	6	83.33
17	35217003922	DEEPANSHU SHARMA																																					31	5	86.11
18	35221303922	JIGYASA PANDEY																																					31	5	86.11
19	35317003922	PARVINDER																																					31	5	86.11
20	35321303922	GAURAV GOYAL																																					34	2	94.44
21	35417003922	ADNAN AHMAD																																					33	3	91.67
22	35421303922	ARCHIT LUTHRA																																					32	4	88.89
23	35517003922	AYUSH AGGARWAL																																					33	3	91.67
24	35521303922	TANYA CHHABRA																																					31	5	86.11
25	35617003922	DEEPANSHU MITTAL																																					32	4	88.89
26	35621303922	AYUSHI TIWARI																																					32	4	88.89
27	35717003922	DEEPANSHU CHHABRA																																					30	6	83.33
28	35721303922	PAYAL GARG																																					32	4	88.89
29	35817003922	PURU BHARDWAJ																																					32	4	88.89
30	35917003922	MUSKAN GUPTA																																					31	5	86.11
31	36017003922	TANISHKA																																					32	4	88.89
32	36117003922	SHRUTI JAIN																																					33	3	91.67
33	36217003922	ABHISHEK BABBAR																																					32	4	88.89
34	50117003922	RITHIK BANSAL																																					30	6	83.33
35	00121303922	SWATI VERMA																																					32	4	88.89
36	35821303922	JAYANT CHAUHAN																																					31	5	86.11

	Advanced SPSS Module	
S.NO.	Enroll No.	Name of Student
		Morning Shift
1	00117003922	BADAL PAL
2	00217003922	RAKSHIT RANA
3	00317003922	APARNA MISHRA
4	00417003922	VANSHIKA
5	00517003922	ANSHUL KHOKHAR
6	00617003922	VIDUSHI ARORA
7	00717003922	TARUN TOMAR
8	00817003922	VARSHA
9	00917003922	YASH
10	01017003922	AASHISH CHAUDHARY
11	01117003922	SAHIL THAKUR
12	01217003922	DEEPAK
13	01317003922	NISHA MANDAL
14	01417003922	NANCY
15	35117003922	PRIYANKA SAIGAL
16	35121303922	VISHAKHA
17	35217003922	DEEPANSHU SHARMA
18	35221303922	JIGYASA PANDEY
19	35317003922	PARVINDER
20	35321303922	GAURAV GOYAL
21	35417003922	ADNAN AHMAD
22	35421303922	ARCHIT LUTHRA
23	35517003922	AYUSH AGGARWAL
24	35521303922	TANYA CHHABRA
25	35617003922	DEEPANSHU MITTAL
26	35621303922	AYUSHI TIWARI
27	35717003922	DEEPANSHU CHHABRA
28	35721303922	PAYAL GARG
29	35817003922	PURU BHARDWAJ
30	35917003922	MUSKAN GUPTA
31	36017003922	TANISHKA
32	36117003922	SHRUTI JAIN
33	36217003922	ABHISHEK BABBAR
34	50117003922	RITHIK BANSAL
S.NO.	Enroll No.	Name of Student
		Evening Shift
1	00121303922	SWATI VERMA
2	35821303922	JAYANT CHAUHAN

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Value Added Course - Advanced SPSS

Programme	MBA
Resource Person	Dr. Sandeep Kumar & Mr Shrish Singh
Session	2022-23

S.NO.	Enroll No.	Name of Student	1 13/3	2 17/3	3 17/3	4 24/3	5 24/3	6 31/3	7 31/3	8 01/4	9 01/4	10 08/4	11 08/4	12 15/4	13 15/4	14 21/4	15 21/4	16 28/4	17 28/4	18 29/4	19 06/5	20 06/5	21 12/5	22 12/5	23 13/5	24 19/5	25 19/5	26 20/5	27 26/5	28 26/5	29 27/5	30 02/6	31 02/6	32 03/6	33 09/6	34 09/6	35 10/6	36 12/6	Total Present	Total Absent	Percentage
1	00117003921	PIYUSH GARG	P	P	P	P	P	P	P	P	P	A	A	P	P	P	P	P	P	A	A	P	P	P	P	P	P	A	P	P	P	P	P	P	P	P	P	P	33	3	91.67
2	00217003921	JANVIE Verma	P	P	A	P	P	P	P	P	P	P	A	P	P	P	P	P	P	A	A	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	32	4	88.89
3	00317003921	AANCHAL	P	P	P	A	A	A	A	P	P	P	P	P	A	P	P	A	A	A	P	P	A	A	A	A	P	P	A	P	P	P	P	P	A	P	P	P	29	7	80.56
4	00417003921	AAKASH GAMBHIR	P	P	P	P	P	P	P	P	P	A	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	34	2	94.44
5	00517003921	SHIKHA	P	P	P	P	P	P	P	P	P	A	P	P	P	A	A	A	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	32	4	88.89
6	00617003921	ANAM AHMED	P	P	A	P	P	P	P	P	A	A	P	P	P	P	A	P	P	P	A	P	P	A	A	P	P	P	P	P	P	P	P	P	P	A	P	A	30	6	83.33
7	00717003921	DIVYA	P	P	P	P	P	P	P	P	P	A	P	A	A	P	A	A	P	P	A	P	P	P	A	P	P	P	P	P	P	P	P	P	P	P	P	P	31	5	86.11
8	00817003921	DIPESH CHAUDHARY	P	P	P	P	P	P	P	P	P	A	P	P	P	P	A	P	P	P	A	P	P	P	A	P	P	P	P	P	P	P	P	P	P	P	P	P	32	4	88.89
9	3571700391	ARPAN JAIN	P	P	P	P	P	P	P	A	P	A	P	P	P	P	A	P	P	P	P	A	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	33	3	91.67
10	8130509400	ANSHUL SHARMA	P	P	P	P	P	P	P	P	P	A	P	A	P	A	A	P	P	P	A	A	P	P	A	P	P	P	P	P	P	P	P	P	A	P	P	P	31	5	86.11
11	8368235073	DINESH SINGH	P	P	P	P	A	P	A	P	P	A	P	A	P	A	A	P	P	P	P	P	P	P	P	P	P	P	A	A	P	P	P	P	A	P	P	P	31	5	86.11
12	8527703681	MUSKAN AGGARWAL	P	P	P	P	P	P	P	P	P	A	P	P	P	P	A	P	P	P	P	P	P	P	P	P	P	P	A	P	P	P	P	P	P	P	P	P	34	2	94.44
13	8587812068	NITIN GUPTA	P	P	P	P	P	P	P	P	P	A	P	P	A	P	A	P	P	P	P	P	P	P	A	A	P	P	P	P	P	P	P	P	P	P	P	P	32	4	88.89
14	9213929259	SAGAR	P	P	P	P	P	P	P	P	A	A	P	P	A	P	A	A	P	P	P	P	P	P	A	P	P	P	P	P	P	P	P	P	P	P	P	P	31	5	86.11

HoD
MBA-TIAS

Advanced SPSS Module		
S.NO.	Enroll No.	Name of Student
1	00117003921	PIYUSH GARG
2	00217003921	JANVIE Verma
3	00317003921	AANCHAL
4	00417003921	AAKASH GAMBHIR
5	00517003921	SHIKHA
6	00617003921	ANAM AHMED
7	00717003921	DIVYA
8	00817003921	DIPESH CHAUDHARY
9	35717003921	ARPAN JAIN
10	8130509400	ANSHUL SHARMA
11	8368235073	DINESH SINGH
12	8527703681	MUSKAN AGGARWAL
13	8587812068	NITIN GUPTA
14	9213929259	SAGAR

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DEPARTMENT OF MANAGEMENT SCIENCES
PRESENTS MANAGEMENT ACADEMIC FEST

15TH ENDEAVOUR 2023

DAY	DATE	MONTH	TIME
FRIDAY	09	06	10:00 A.M.

Venue
MPH, PG Building

Students Coordinator:
Laksh Kaushik: 9650404193
Priyanka Singh: 8102621563
Priyank Jain: 9870595079
Suraj: 9650526240

Convener: Dr. Monisha
Co-Convener: Dr. Sheenu Arora

TECNIA INSTITUTE OF ADVANCED STUDIES
GRADE "A" INSTITUTE
Approved by AICTC, Ministry of HRD, Govt. of India, Affiliated to GGSIP University
Recognized Under Sec. 2(f) of UGC Act 1956
INSTITUTIONAL AREA MADHUBAN CHOWK, ROHINI, DELHI 110085
Tel:91-11-27555121-24, E-Mail : directortias@tecnia.in, Website: www.tiaspg.tecnia.in

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15th

ENDEAVOUR 2023
Management Academic Fest
9th June 2023

Organized by
Department of Management Sciences

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REPORT

Event	: **ENDEAVOUR – 2023 - Management Academic Fest**
Date	: **9th June, 2023**
Convener	: **Dr. Monisha**
Co-Convener	: **Dr. Sheenu Arora**
Participants	: **Inter College Students (GGSIPU)**
Venue	: **MPH, PG Building**

Genesis:

"Everyone is unique like their finger prints so, don't try to fit in when you were born to stand out." Endeavour is a creative initiative by the Tecnia Institute of Advanced Studies to provide the platform where students from management streams can showcase their knowledge, skills and abilities in various domains specialization. Endeavour promises to test grits, guts and grandeur & winners will be those who will be ahead of all odds with right blend of EQ & IQ. It provides an effective platform for students to unleash their managerial skills and showcase their talent. Keeping the trend in continuation, Tecnia Institute of Advanced Studies announces "Endeavour–Management Fest" in institute premises. It will be an assortment of comprehensive managerial activities to spread the student's interests, competencies on vivid skills. Endeavour 2021 is all set to be bigger and better, with new innovations and events guaranteed to pull in the crowds.

Objectives:

1. To improve or expand one's knowledge on specialization, either general or in specific area and enable students to think from different angles or simply 'to think out of the box'.
2. To develop students with real expertise and understanding as well as judgment to excel in management.
3. To enhance the eye for details, to improve analyzing skills, to enable quick decision making, to make students cooperative and team players, and to give them long lasting impressions of the subjects, which they have learnt inside classrooms.

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4. To provide students a forum outside the classroom where they can build up the ability enhancement, Skills enhancement, Discipline Specific and Project skills in "pitching" their business ideas to agent interest and entrepreneurs and to receive constructive feedback.
5. To acquaint the students about promotional strategies in marketing through advertisements and to showcase their creativity in Marketing the products and services of specialized field.
6. To develop Spontaneity i.e. thinks on the spot and expresses your thoughts and strengthening student's ability in speaking skills as well as their interactive skills.
7. To get the overview of the students what they learnt from real world environment, PEST environment and SWOT analysis.
8. To create a modern logo that would give a high-end feel, with a clever look and elegance all at the same time.

Inaugural Ceremony:

On Friday, 9th June, 2023, Tecnia Institute of Advanced Studies organized its Management Fest - Endeavour with full zeal and zest in the college premises. Inaugural session started with lightening of Lamp and Saraswati Vandana followed by the welcome address by Dr. Ajay Kumar, Director, TIAS. He discussed the importance of such events in all round grooming of students and also congratulated the organizers of the event and wished them luck for the same. Dr. Gurujit Singh, Associate Professor, GGSIPU, Dwarka encouraged the students for maximum participation and told the importance of cyber security. Guest of Honour Mr. Paritosh Anand (Founder) and Ms. Chitranshi Baranwal (Co-Founder) of Vatsalya Wellness threw light on the topic Idea to Execution and Challenges of Start-Ups. They also emphasized on the significance of such events in one's professional life and motivated the students to actively participate in various events.

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Inaugural Session: Dr. Archana Dixit, HoD, BBA, Dr. Monisha Convener, Endeavour-2023, Dr. Ajay Kumar Director, TIAS, Chief Guest Dr. Gurujit Singh, Associate Professor, GGSIPU, Dwarka (From Left to Right)
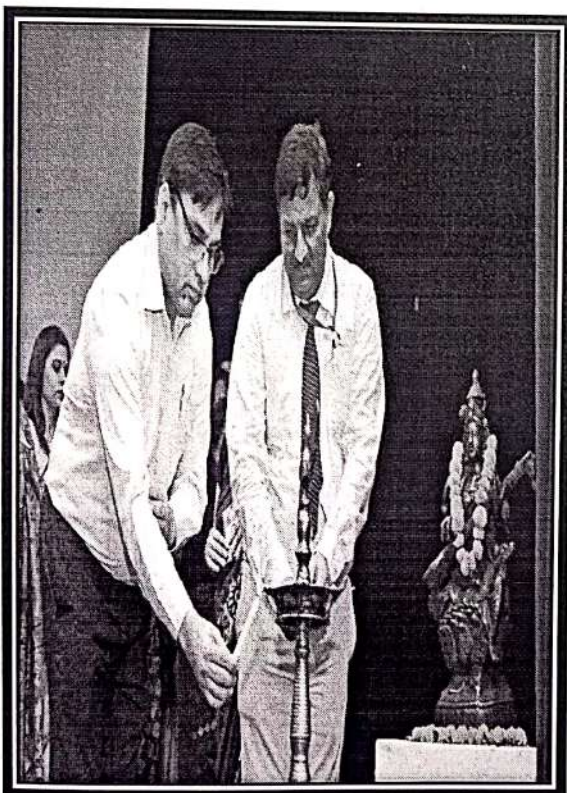
Lamp Lighting by Dr. Gurujit Singh, Associate Professor, GGSIPU, Dwarka and Dr. Ajay Kumar, Director, TIAS
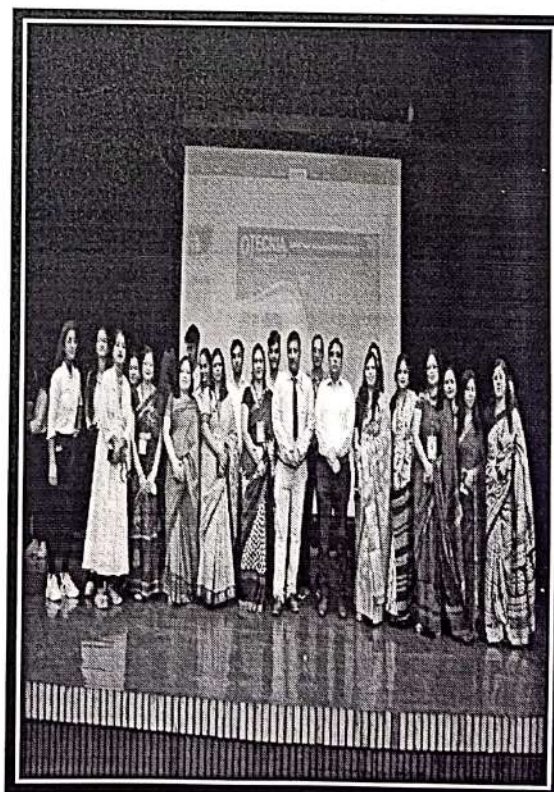

Dr. Gurujit Singh, Associate Professor, GGSIPU, Dwarka and Dr. Ajay Kumar Director, TIAS with Faculty members of Department of Management Studies

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The event proceeds with the learned insights of Chief Guest Dr. Gurujit Singh, Associate Professor, GGSIPU, Dwarka he stimulated all the participants and coordinators by his imaginative words. He gave the discernment about the outer world, the knowledge about future perspective and scope of Entrepreneurship in coming years in all possible fields.
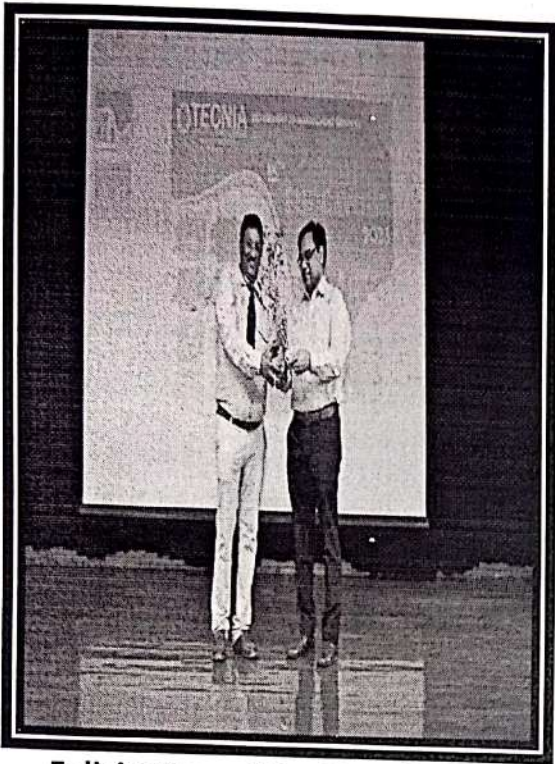
Felicitation of Dr. Gurujit Singh, Associate Professor, GGSIPU, Dwarka by Dr. Ajay Kumar, Director, TIAS

Address by Dr. Gurujit Singh, Associate Professor, GGSIPU, Dwarka

Various events were successfully conducted and managed by the highly motivated team of students under the inspiring mentorship of faculty members. Students from various colleges participated with full zeal and enthusiasm.

At the end of Inaugural ceremony, Dr. Nivedita, Head Training and Placement Cell came forward to extend a vote of thanks to the officials, the Chief Guest and all the participants.

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Dr. Nivedita, Head Training and Placement Cell, TIAS extending Vote of Thanks
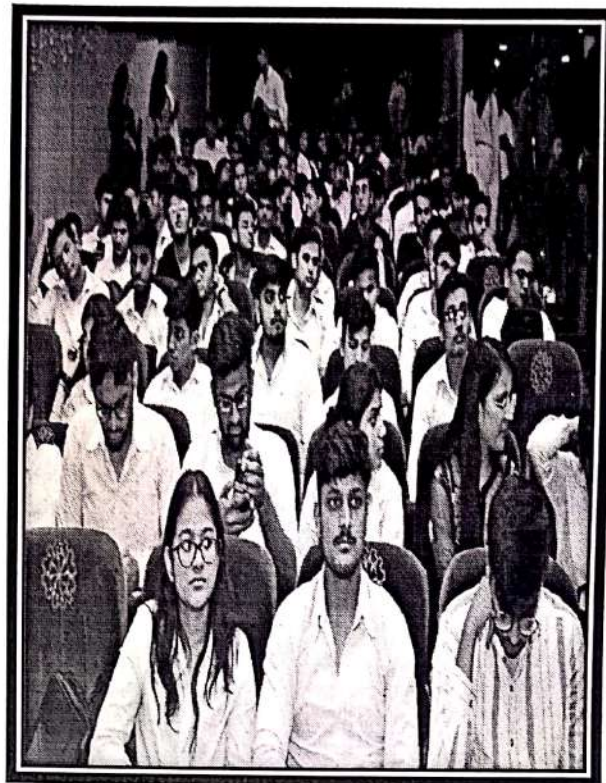
Students Attending Session

With the end of inauguration of Endeavour 2023, the ten extraordinary events started with the help and exceptional coordination of all the faculty member and appointed student coordinator with the support of internet portal at around 11AM.

Events Conducted:

1. Royal Battle (Quiz) - Race through a barrage of questions and emerge victorious. The quizmaster gets the questions rolling, and the scores zipping! It was a platform not only for a challenge, but also for exchange of knowledge. Royale Battle-Quiz engaged not only participants but also the audience in sharing and learning information as participants raced against time to keep their scores up.
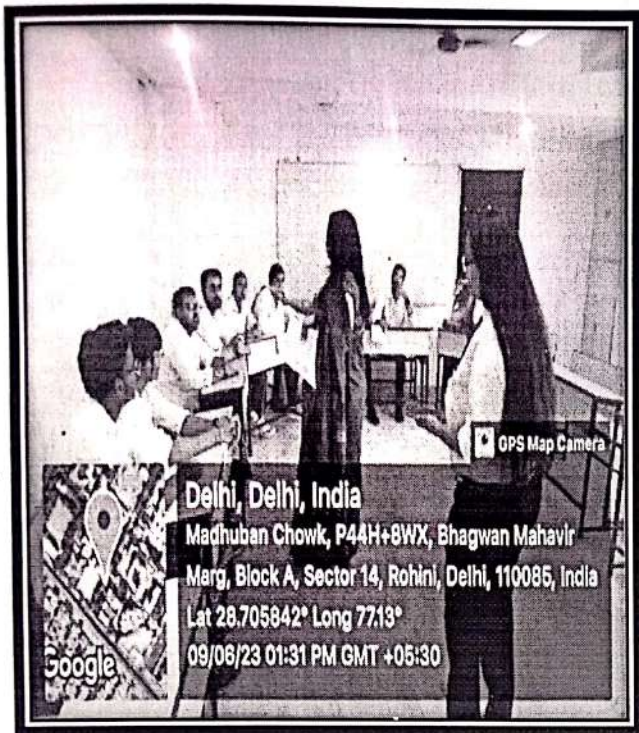
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Delhi, Delhi, India
Madhuban Chowk, P44H+8WX, Bhagwan Mahavir Marg, Block A, Sector 14, Rohini, Delhi, 110085, India
Lat 28.705842° Long 77.13°
09/06/23 01:31 PM GMT +05:30
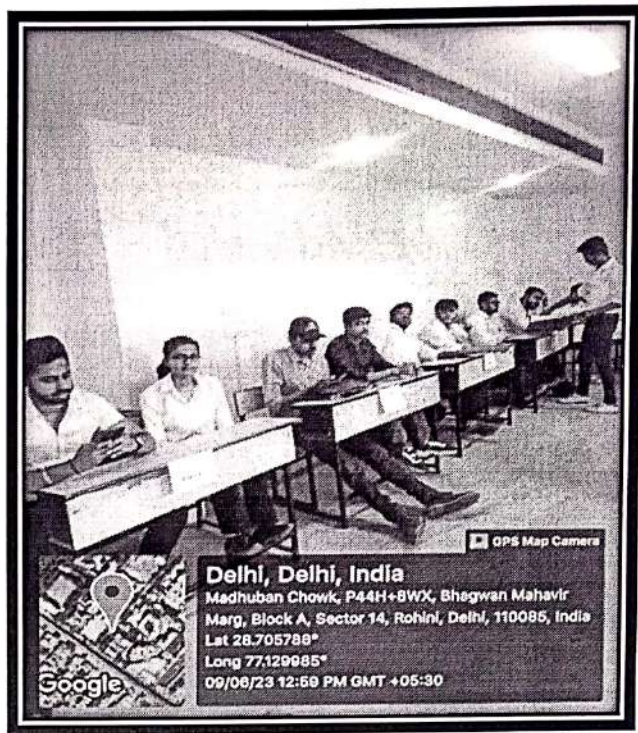
Delhi, Delhi, India
Madhuban Chowk, P44H+8WX, Bhagwan Mahavir Marg, Block A, Sector 14, Rohini, Delhi, 110085, India
Lat 28.705788°
Long 77.129985°
09/06/23 12:59 PM GMT +05:30

2. Dialectic (Debate) - Arm yourself with word bazookas and bullets and Let the arguments begin! Dialectic- Debate was the quintessential debate to hone your debating skills against the best. Team up with a feisty interjector and win it all! The Dialectic gave the best platform to discuss, talk over, exchange views, argue, contest controvert for the avid Debaters to showcase their convincing pursuable skills and to raise the bar of thinking, discussion and discourse.
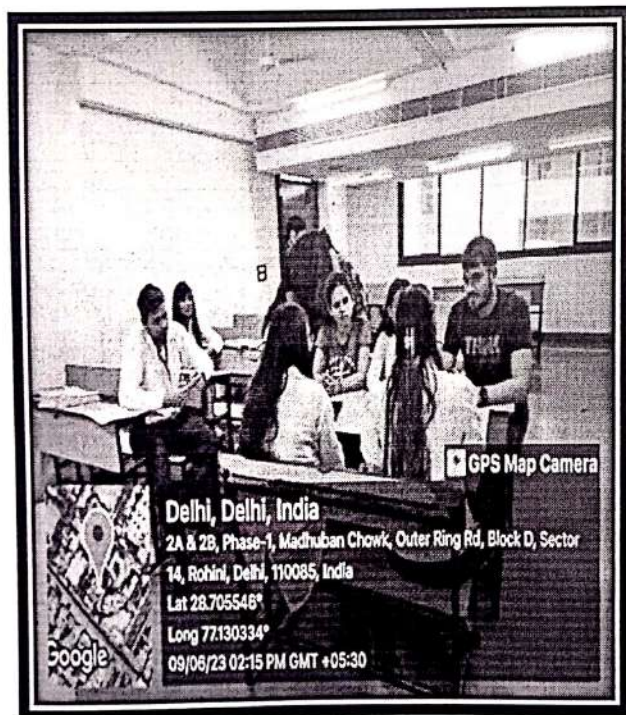
Delhi, Delhi, India
2A & 2B, Phase-1, Madhuban Chowk, Outer Ring Rd, Block D, Sector 14, Rohini, Delhi, 110085, India
Lat 28.705546°
Long 77.130334°
09/06/23 02:15 PM GMT +05:30
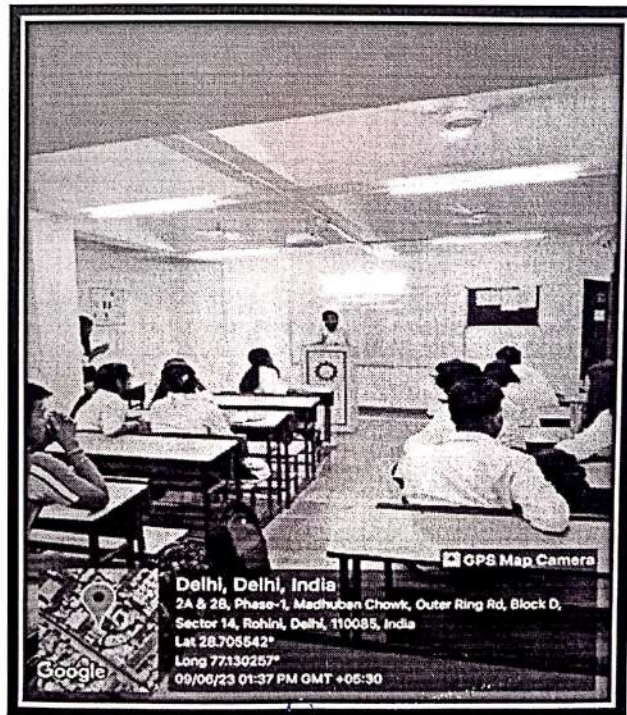
Delhi, Delhi, India
2A & 2B, Phase-1, Madhuban Chowk, Outer Ring Rd, Block D, Sector 14, Rohini, Delhi, 110085, India
Lat 28.705542°
Long 77.130257°
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3. Just A Minute (Extempore) -

Spur of the moment 'Just-A-Minute' extempore was a minute of perfection, worth the effort. The candidate spoke on the spot without premeditation or preparation on a given topic. The aim of the competition was to enhance communication skills, clarity of thought and ability to express one's own view point spontaneously.
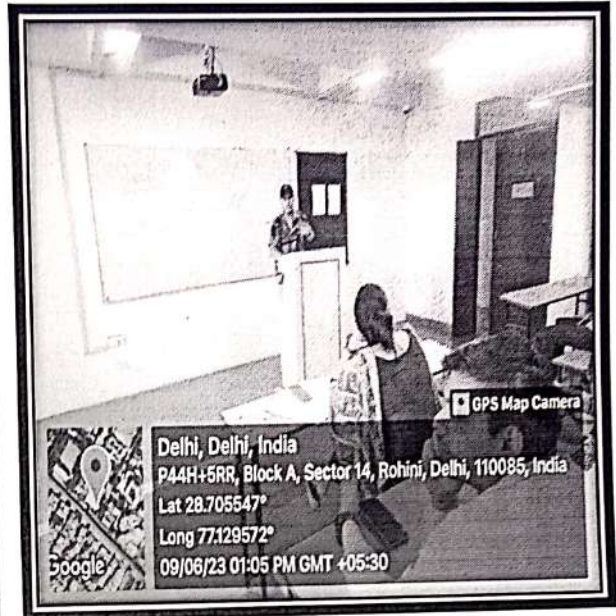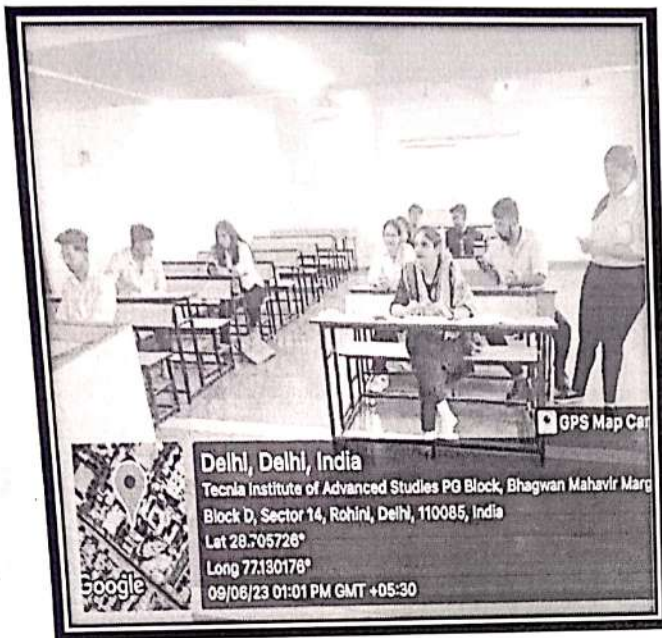

4. Ballyhoo (Ad Mad Show) -

Ballyhoo- Ad Mad Show was an 'Advertisement Competition' to acquaint the students about promotional strategies. It comprised of conceptual Ad presentation by the students. Students acted out on various advertisements, central core idea, script, relevant story line for different sectors.
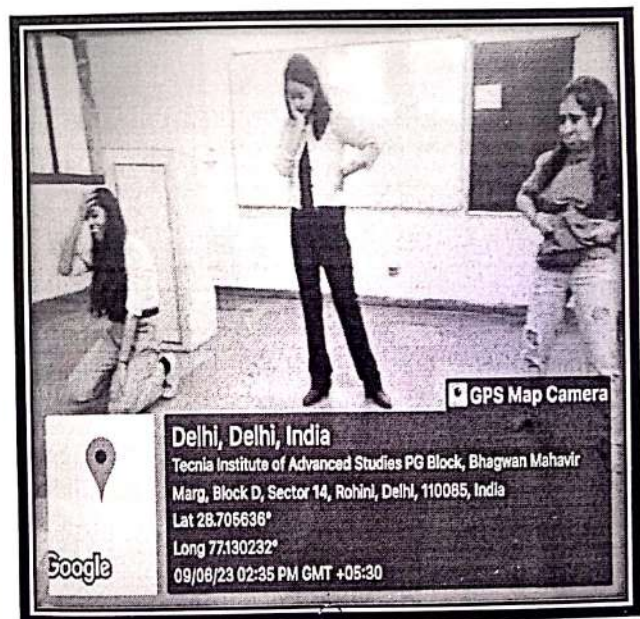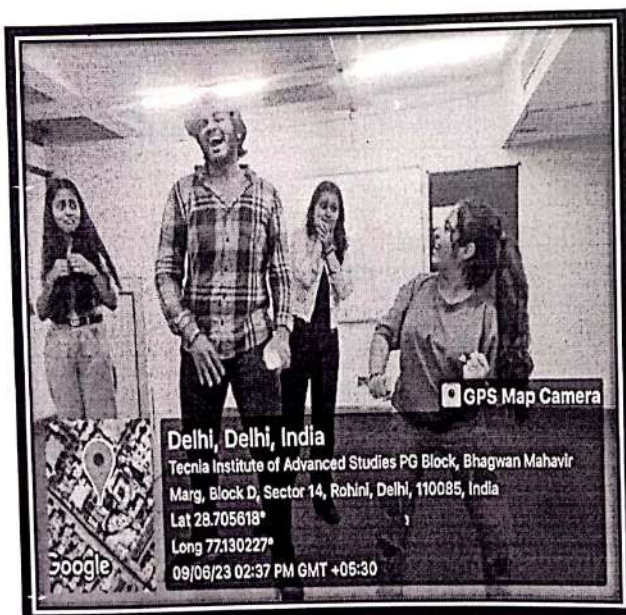
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5. Cerebration (Business Plan) - Cerebration- Business Plan was a competition conceptualized with a vision of providing budding entrepreneurs a platform to showcase their business ideas. Put your innovation caps on and transform your ideas into reality.
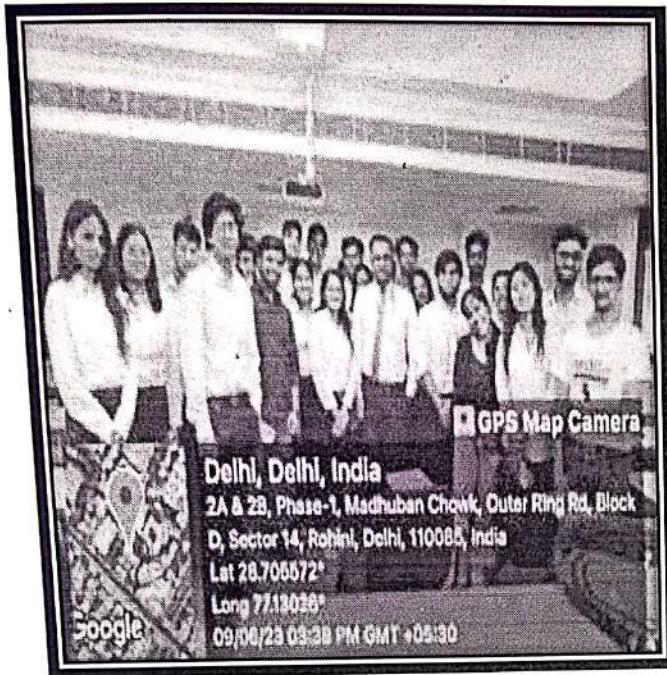

6. Battle of Barons (Management Games) - In this competitive age, only the fittest can survive. Take challenges in various areas of management in the form of Management Games: Sales Gorilla, Board Room Battle, and Role Play and emerge out as victorious.


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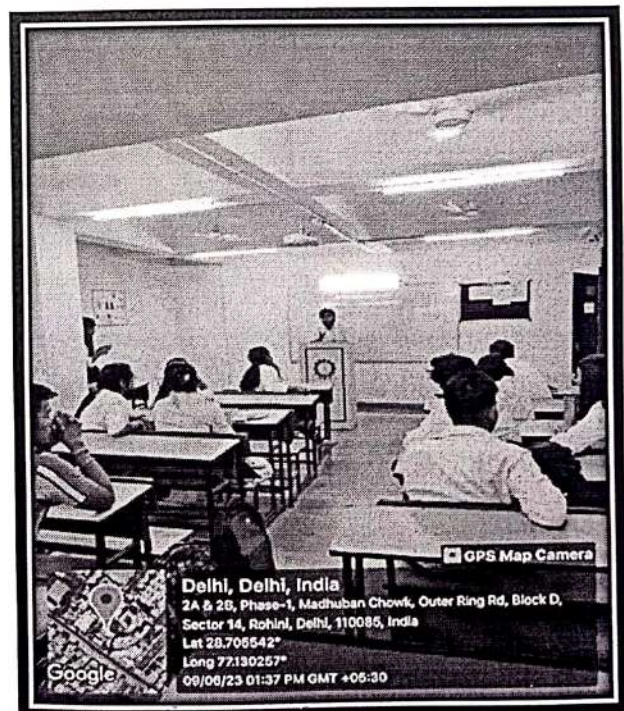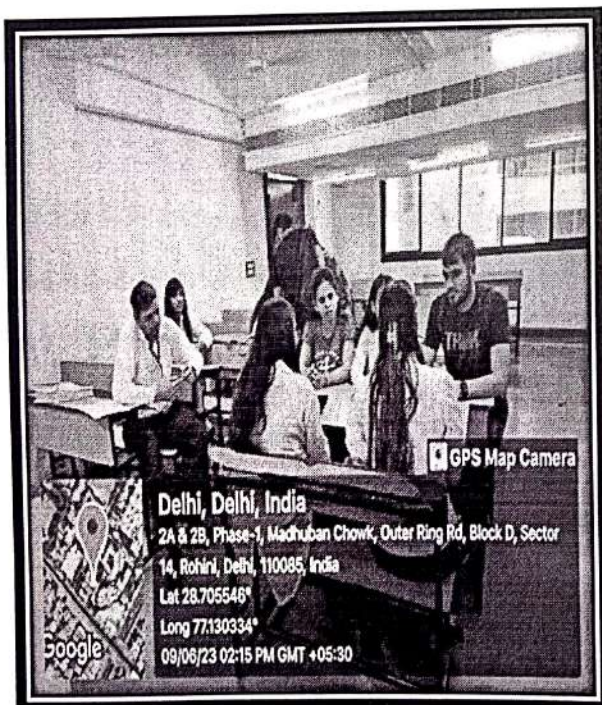
7. Con-Cogent (Case Presentation) - Con-cogent was a case study challenge that analyzes the participants ability to deal with various organizational challenges and personalities, based on the case-let given to them to test their analytical skills and domain expertise it's an opportunity to test your business acumen and choose the right strategy to solve a real business case.
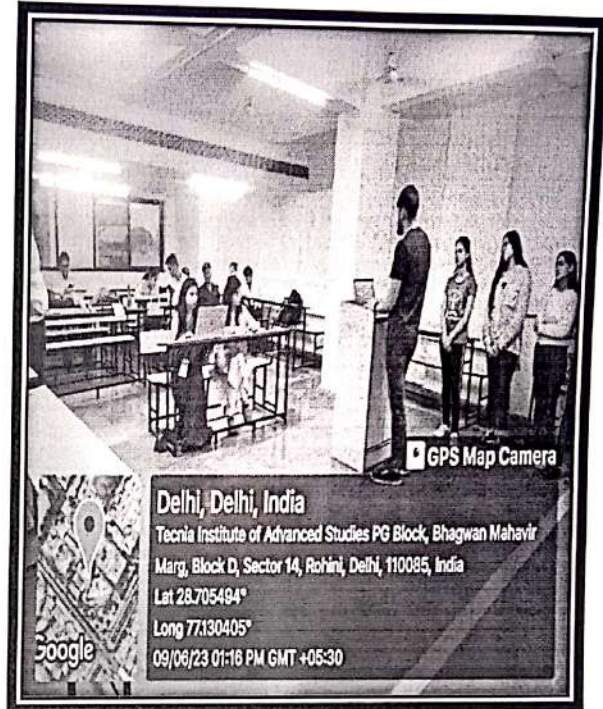
8. Synthesis (Summer Training Tutelage)-Syntheses- Tutelage is based on the summer training project, where one has to give presentations on STR, Project Report etc. It is a platform for students to enhance their knowledge and skills by presenting their ideas and research in a professional manner.
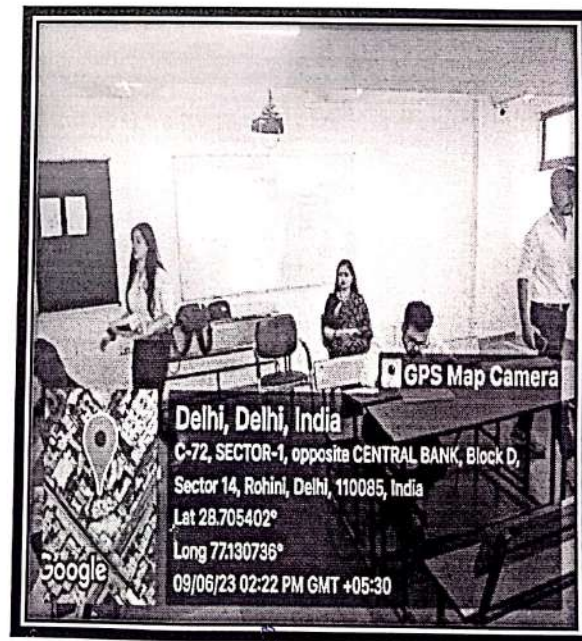
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Scanned with OKEN Scanner
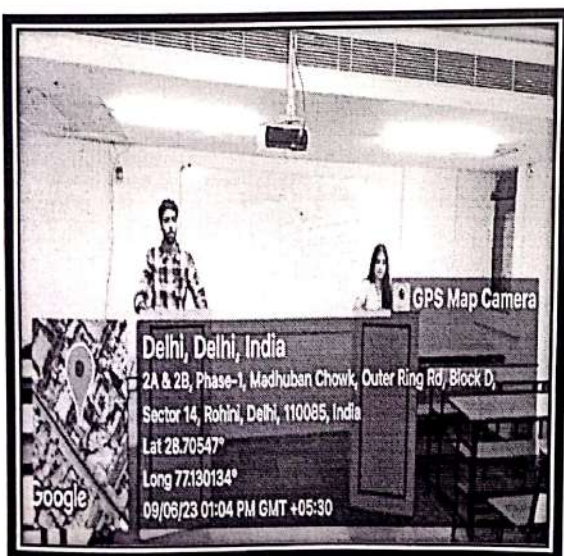
9. **Counterstrike (LAN Gaming)** – It is a fight to win, fight to survive and come out victorious. Spontaneity, Intellect, Exuberance and Passion are the key to succeed. Act now; Act Fast. It is for all those gamers out there looking for an opportunity to showcase their unusual talent. Here defeat is orphan and the winner is king.

10. **Trade Mark (Product Logo Design)** - Even the best goods need help to stand out from the crowd of competitors, and a well-designed logo can make it happen. Consider what differentiates your brand from others in your industry, and use those USP's as part of your logo design. Trademark participants are given different product categories and they need to design the logo for that product.

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Results of the Events are:

Event Name	1st Position	2nd Position	3rd Position
Royal Battle (Quiz)	Nilesh Kumar Rahul Pahuja (TIAS)	Fagun Chauhan Sidra Tabassum (TIAS)	Mayur Gupta Lakshay Bhardwaj (TIAS)
Battle of Barons (Management Games): Sales Gorilla	Muskan Arora, Mohit Garg, Sarthak (MSI)	Ishika Garg, Anshika, Shashank (MSI)	Gaurav Kumar, Prakarati, Geetanjali (MSI)
Battle of Barons (Management Games): Board Room Battle	Radhika Kataria (TIAS)	Nandini Negi (DME)	Vanshika Mathur (DME)
Battle of Barons (Management Games): Role Play	Riddhi (TIAS)	Jyoti Singh (TIAS)	Sahil Gupta (TIAS)
Ballyhoo (Ad Mad Show)	Garima (TIAS)	Manvi (TIAS)	Jyoti Singh (TIAS)
Just a Minute (Extempore)	Garima (TIAS)	Manvi (TIAS)	Jyoti Singh (TIAS)
Trademark (Product Logo Design)	Ishita Aggarwal (TIAS)	Tashi Jain (TIAS)	Jyoti Singh, Shridha (TIAS)
Con-Cogent (Case Presentation)	Mehak Parnami (TIAS)	Akash Gupta, Tushar Sharma, Hrithik Aggarwal (TIAS)	Gaurav Kumar, Prakarati, Geetanjali (TIAS)
Cerebration (Business Plan)	Parth, Shankar, Sagar, Sanju, Vanshika (TIAS)	Richa Yadav Adhikari Pratham (TIAS)	Muskan Sharma, Aryan Gupta, Piyush Gupta, Atush Tripathi, Sachin Maletha (DME)
Dialectic (Debate)	Khyati (TIAS)	Shreejan (TIAS)	Radhika (TIAS)
Synthesis (Summer Training Tutelage)	Radhika (TIAS)	Sanjini (TIAS)	Mishika (TIAS)
Counterstrike (LAN Gaming)	Amit Sharma Aryan Thakur Raghav Hakan, Keshav Gupta, Siddhant Gulati (TIAS)	Parth Khatri, Yudhishthir, Tavish Bhandari, Krishna (TIAS)	Ansh Gupta, Tanay Chadha, Sambhav Gupta, NAman Saini, Sarthak Kapoor (TIAS)

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Prize Distribution Ceremony

Once the events were over by around 4 pm with the successful conduction of all events and enthusiastic participation of internal and external students, the organization started with declaration of the winner of each contest. The winners were announced and distribution of certificates and trophies was done by Dr. Monisha (HOD BBA), Dr. Archana Dixit (HOD, BBA), Dr. Nivedita (Head Training & Placement Cell), Dr. Ruchi Shrivastva. All the winners were congratulated by the event convener Dr. Monisha. The Institute is e is highly proud and contented to conduct the event and wish to organize more such events in coming years as well.

Prize Distribution Ceremony: Dr. Ruchi Shrivastva, Faculty, Department of Management Studies, Dr. Archana Dixit, HoD, BBA, Dr. Nivedita, Head Training and Placement Cell, TIAS, Ms. Tashi Jain, Ms. Ishita, Ms. Jyoti Singh (Winners of Trademark-Product Logo Design) and Dr. Monisha, Convener-Endeavour-2023 (Left to Right)

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Learning Outcome:

Under Endeavour 2023 the Management fest, Tecnia Institute of Advance Studies organized ten different events by involving student's right from the point of planning to the point of controlling various activities. Students, even who were hesitant before involving themselves in the process of various activities found themselves a confident lot later. All the events and various allied activities provided a great opportunity to the students to take initiative, make out the plan, implement them effectively, exercise control over the entire process, learn about time management, experience inter-personal behavior.

It provided the practical exposure of organizing events to the students. It provided and interactive platform to the students of various colleges. The event gave a platform to the students to showcase their talent so as to give them an identity amongst their peer group.

Students both as participants and coordinators have extended their inner capability out and performed well and they were has been proved as the best platform to think and as out of the box and Shine up their hidden skills and acumen.

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List of Beneficiaries: (Total Participants:159)

S.No.	Name	Enrollment No.	Institute Name
	Dialectic (Debate)		
1	Pratyaksh Bedi	04821302022	TIAS
2	Sidra Tabassum	04617002022	TIAS
3	Manoj Pal	13221301721	TIAS
4	Manya Sarabhai	07017002422	TIAS
5	Rajat Tanware	35417002422	TIAS
6	Shreya Dev Kaura	12617002422	TIAS
7	Aman Gupta	03121301721	TIAS
8	Vedant Kumar	00317002021	TIAS
9	Ankush Yadav	02617002021	TIAS
10	Khayati Luthra	03717002021	TIAS
11	Tanisha	05017002021	TIAS
12	Sahil Gupta	13821301721	TIAS
13	Radhika Kataria	12117002421	TIAS
14	Shreejan Dwivedi	00721301721	TIAS
15	Aditya Pawar	09621301721	TIAS

S.No.	Name	Enrollment No.	Institute Name
	Ballyhoo (Ad Mad Show)		
1	Aman Gupta	03121301721	TIAS
2	Drishti	13617002422	TIAS
3	Gungun	02917002422	TIAS
4	Esha	07817002422	TIAS
5	Rajat	35417002422	TIAS
6	Mansi	35917002422	TIAS
7	Mania	03617002422	TIAS
8	Sameer	14417002422	TIAS
9	Ishika	02314903922	MSI
10	Gaurav	02214903922	MSI
11	Muskan	08114903922	MSI
12	Geetanjali	50914903922	MSI
13	Prakriti	51314903922	MSI

S.No.	Name	Enrollment No.	Institute Name
	Just A Minute (Extempore)		
1	Ishita	09921301721	TIAS
2	Jyoti	11621301721	TIAS
3	Manvi	00121301721	TIAS
4	Ronak	01521301721	TIAS
5	Aditya Pawar	09621301721	TIAS
6	Sahil Gupta	13821301721	TIAS
7	Shreejan Dwivedi	00721301721	TIAS
8	Garima	09217002422	TIAS

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9	Radhika Kataria	12117002421	TIAS

Battle of Barons

S.No.	Name	Enrollment No.	Institute Name
1	Nandini Negi	02991201722	Delhi Metropolitan Education
2	Vanshika Mathur	01091201722	Delhi Metropolitan Education
3	Shriyansh Malhotra	02091201722	Delhi Metropolitan Education
4	Samarth Malhotra	03191201722	Delhi Metropolitan Education
5	Harsh Kandpal	02191201722	Delhi Metropolitan Education
6	Gaurav Kumar	02214903922	MSI
7	Muskan Arora	08114903922	MSI
8	Ishika Garg	02314903922	MSI
9	Geetanjali	50914903922	MSI
10	Prakriti	51314903922	MSI
11	Krishna Sharma	02621302021	TIAS
12	Dhruv Madaan	02421302021	TIAS
13	Kirti Vardan	00321302021	TIAS
14	Keshav	04221302021	TIAS
15	Radhika Kataria	12117002421	TIAS
16	Shreejan Dwivedi	00721301721	TIAS
17	Manvi	00121301721	TIAS
18	Garima	08721301721	TIAS
19	Ridhi	13821307721	TIAS
20	Sahil Gupta	13821301721	TIAS

Synthesis (Summer Training Tutelage)

S.No.	Name	Enrollment No.	Institute Name
1	Sanjini Layek	06121301721	TIAS
2	Jyoti Singh	11621301721	TIAS
3	Mishika Sethi	12521301721	TIAS
4	Radhika Kataria	12117002421	TIAS
5	Varun Kumar	12721301721	TIAS

Trademark (Product Logo Design)

S.No.	Name	Enrollment No.	Institute Name
1	Ridhi Jain	07317001722	TIAS
2	Shrida Khurana	10117001722	TIAS
3	Tashi Jain	09517001722	TIAS
4	Bhumik Maggo	11517001720	TIAS
5	Anubhav Kataria	01421301722	TIAS
6	Ishita Aggarwal	09921301721	TIAS
7	Jyoti Singh	11621301721	TIAS
8	Piyush Goyal	10521301721	TIAS
9	Siddharth Jain	10321301721	TIAS
10	Naina Aggarwal	10121301721	TIAS
11	Daleep Singh Rahat	00221302022	TIAS
12	Kanushi Taneja	04021301721	TIAS
13	Khayati Luthra	03717002021	TIAS

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14	Sahil Gupta	13821301721	TIAS
15	Mayur Gupta	08217001720	TIAS
16	Vardhan Gupta	04021301728	TIAS

Royal Battle (Quiz)

S.No.	Name	Enrollment No.	Institute Name
1	Raghav Makan	01421302021	TIAS
2	Amit Sharma	02521302021	TIAS
3	Astha Rastogi	01721301722	TIAS
4	Anisha Bansal	03621301722	TIAS
5	Anubhav Kataria	01421301722	TIAS
6	Priya Kumari	00217002022	TIAS
7	Mayur Gupta	08217001720	TIAS
8	Lakshay Bhardwaj	06917001720	TIAS
9	Uttam Mishra	12921301720	TIAS
10	Siddharth Bhutoria	12421301720	TIAS
11	Nilanjan	00821301720	TIAS
12	Navratan Sharma	04721301722	TIAS
13	Dhruv Madaan	02421302021	TIAS
14	Krishna	02621302021	TIAS
15	KV Ajmani	00321302021	TIAS
16	Fagun Chauhan	04117002022	TIAS
17	Shivangi Garg	04417002022	TIAS
18	Pratyaksh Bedi	04617002022	TIAS
19	Sidra Tabassum	04617002022	TIAS
20	Keshav Grag	04221302021	TIAS
21	Naman Saini	09917001722	TIAS
22	Sambhav Gupta	07617001722	TIAS
23	Ansh Gupta	03117001722	TIAS
24	Tanay Chadha	09717001722	TIAS
25	Sanya Jadwani	05817001722	TIAS
26	Sarthak Kapoor	06317001722	TIAS
27	Nilesh	00121301722	TIAS
28	Rahul Pahuja	06321301722	TIAS

Counterstrike (LAN Gaming)

S.No.	Name	Enrollment No.	Institute Name
1	Amit Sharma	02521302021	TIAS
2	Aryan Thakur	04921302021	TIAS
3	Raghav Hakan	01421302021	TIAS
4	Keshav Gupta	06621302021	TIAS
5	Siddhant Gulati	03421302021	TIAS
6	Parth Khatri	02121301721	TIAS
7	Yudhishthir	05021301721	TIAS
8	Tavish Bhandari	00521301721	TIAS
9	Krishna	02621302021	TIAS
10	Ansh Gupta	03117001722	TIAS
11	Tanay Chadha	09717001722	TIAS

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12	Sambhav Gupta	07617001722	TIAS
13	Naman Saini	09917001722	TIAS
14	Sarthak Kapoor	06317001722	TIAS

Cerebration (Business Plan Competition)

S.No.	Name	Enrollment No.	Institute Name
1	Vanshika Mathur	01091201722	Delhi Metropolitan Education
2	Nandini Negi	02991201722	Delhi Metropolitan Education
3	Shriyansh Malhotra	02091201722	Delhi Metropolitan Education
4	Samarth Malhotra	03191201722	Delhi Metropolitan Education
5	Harsh Kandpal	02191201722	Delhi Metropolitan Education
6	Gaurav Batra	04617001721	TIAS
7	Vanshika Goel	10217001721	TIAS
8	Sneha Srivastava	03217001721	TIAS
9	Tejaswini	04117002021	TIAS
10	Parth	00420312022	TIAS
11	Shankar	00320312022	TIAS
12	Sagan	02220312022	TIAS
13	Sanju	03620312022	TIAS
14	Richa Yadav	09017001721	TIAS
15	Pratham Adhikari	12017001721	TIAS
16	Dhruv Madaan	02421302021	TIAS
17	K V Ajmani	00321302021	TIAS
18	Radhika Kataria	12117002421	TIAS
19	Muskan Sharma	10151101721	Delhi Metropolitan Education
20	Aryan Gupta	01351101721	Delhi Metropolitan Education
21	Piyush Gaur	08251101721	Delhi Metropolitan Education
22	Aayush Tripathi	08651101721	Delhi Metropolitan Education
23	Sachin Maletha	35951101721	Delhi Metropolitan Education
24	Sambhav Jain	06717001721	TIAS

Con – Cogent (Case Presentation)

S.No.	Name	Enrollment No.	Institute Name
1	Ishika Garg	02314903922	Maharaja Surajmal Institute
2	Muskaan	08114903922	Maharaja Surajmal Institute
3	Geetanjali	50914903922	Maharaja Surajmal Institute
4	Gaurav	02214903922	Maharaja Surajmal Institute
5	Prakriti	51314903922	Maharaja Surajmal Institute
6	Mehak Parnami	2517001721	TIAS
7	Vanshika Verma	15117001721	TIAS
8	Akash Gupta	13817001722	TIAS
9	Tushar Sharma	9968762832	TIAS
10	Hrithik Aggarwal	36817001722	TIAS
11	Vrinda Sachdeva	9911700862	TIAS
12	Tushar Sharma	9968762832	TIAS
13	Bharat Gupta	80117001722	TIAS
14	Anandita Sharma	36017001722	TIAS
15	Vanshika Singhal	70117001722	TIAS

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18

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Approved by AICTC, Ministry of HRD, Govt. of India, Affiliated to GGSIP University
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INSTITUTIONAL AREA MADHUBAN CHOWK,ROHINI,DELHI 110085
Tel:91-11-27555121-24, E-Mail : directortias@tecnia.in, Website: www.tiaspg.tecnia.in
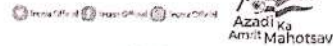
Report

On

Webinar of Lean Startup & Minimum Viable Product/Business

https://youtu.be/guDTqaDvnQk

Event:	Webinar	
Topic:	Lean Startup & Minimum Viable Product/Business	
Date:	4th JULY2022, Monday	
Time:	12:00 PM Onwards	
Duration:	One Hour(Online Session)	
Platform:	Online (Microsoft Teams)	
Program:	BBA & MBA	
Coordinator:	Dr. Rubeena Bano Assistant Professor, Department of Management Sciences	
Convener:	Dr. Nivedita, Head - Training & Placement Cell, IIC In-Charge	
Students:	61	

Resource Person:

Mr. Paristosh Anand, IIM Ahmedabad Alumnus, Co-Founder – Vatsalya Wellness

1

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Objective:

- To make the attendees aware about the idea of Lean startup.
- To make the attendees understand the methodology of Lean startup.
- To make the attendees understand the difference between Lean startup and Traditional Startup.
- To make the attendees understand the types of Lean startup.
- To make the attendees understand 3A'S of Metrics followed in Lean Start-ups.
- To make the attendees aware about Minimum Viable Product and Minimum Marketable Product was enhanced
- To enhance the confidence of the attendees.

Report:

A webinar was organized by Institution's Innovation Cell (IIC) TIAS and Training & Placement cell TIAS on the topic, "Lean Start- up & Minimum Viable Product" on 4th July 2022 in the TIAS at 12:00 PM onwards. The resource person for the webinar was Mr. Paritosh Anand IIM Ahmedabad Alumnus Co-Founder-Valsalva wellness. The speaker briefed the attendees about meaning of startups with examples and the methodology to be adopted for lean start ups. He also elucidated the difference between Lean startup and Traditional Startup. He also explained the difference between Proof of concept, Minimum Viable Product and Minimum Marketable Product with the help of example of Facebook & Amazon. He spoke in detail about the 3A'S of Metrics and methodology of Minimum Viable Product for sustainable growth. In the end he answered the questions posed by attendees. Earlier Dr. Nivedita, Head Training and Placement and In Charge IIC TIAS welcomed the speaker and introduced to the attendees. She also stated about the importance of the webinar along with its objective. The one-hour online session was very interactive and was well coordinated by Dr. Rubeena Bano Assistant Professor, Management Sciences. The seminar ended with a vote of thanks by Dr. Nivedita and feedback collection

2

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Learning Outcome:

- The attendees' awareness about the concept of lean up startup was enhanced.
- The attendees' awareness about the relevance of the methodology of lean startups was enhanced.
- The attendees understood the difference between Lean startup and Traditional Startup.
- The attendees understood the types of Lean startup.
- The attendees understood 3A'S of Metrics followed in Lean Start-ups.
- .The attendees' awareness about Minimum Viable Product and Minimum Marketable Product was enhanced
- The attendees' confidence was raised.

Geotag and Screenshots:
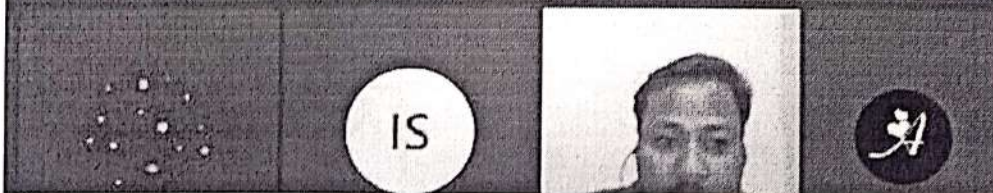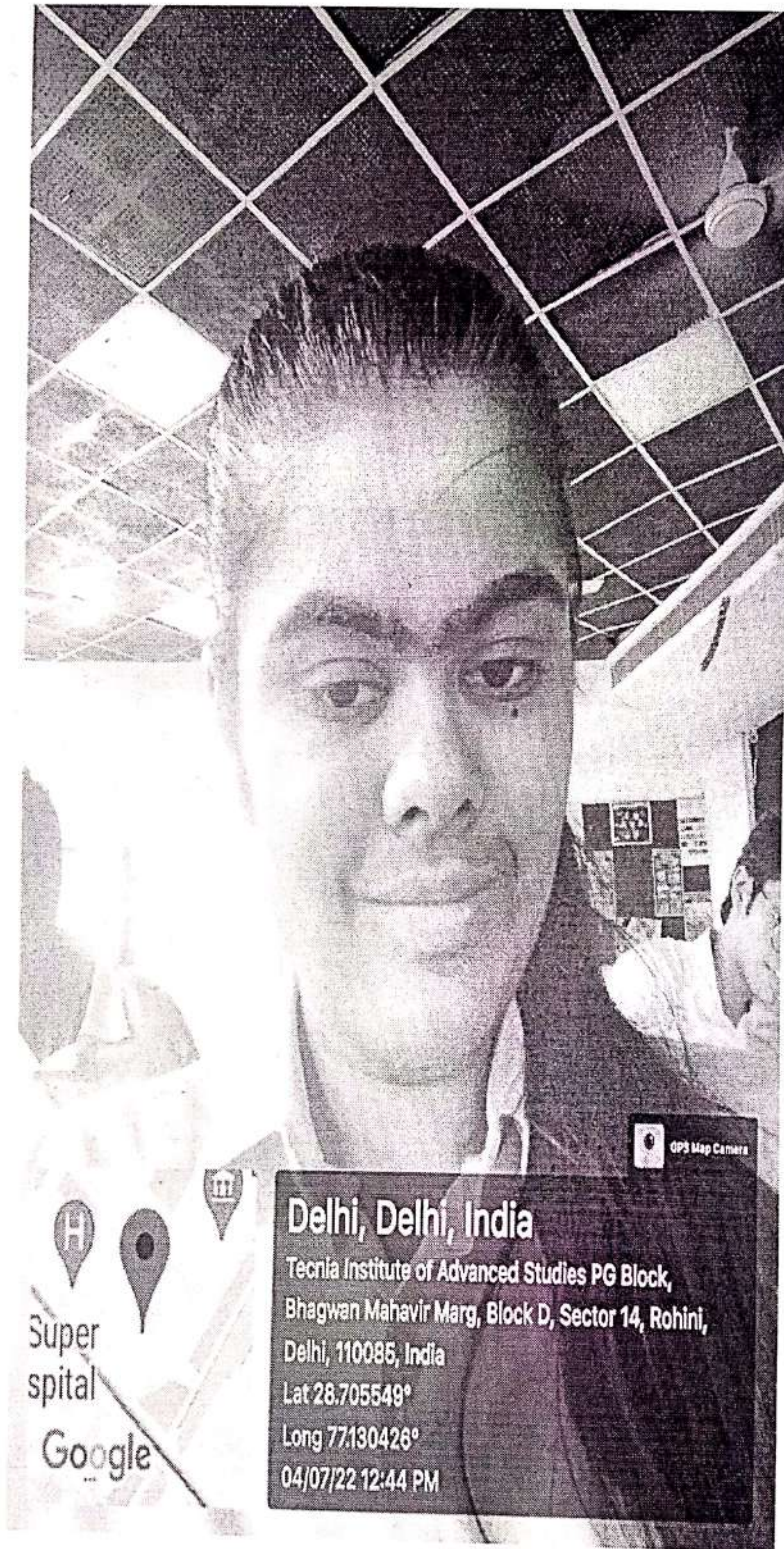
LEAN STARTUP

- Lean simply put - is a business that maximises value while minimising waste
- The term Lean Startup was coined by Eric Ries, in a book named the same.
- The core idea is to avoid waste of time and resources when developing a new product or service.
- This method advocates developing products that consumers have already demonstrated they desire so that a market will already exist as soon as the product is launched.
- Approach to building new businesses based on the belief that entrepreneurs must investigate, experiment, test and iterate as they develop products.
- The company begins by getting to the market to ask the opinion of potential customers about all elements of the business model: product features, price, distribution channels and economic strategies. With this data collected, the startup creates a minimum viable product (MVP) and ask for customer feedback as quickly as possible. Based on the answers obtained, it aims for new versions and adjusts until it finds the ideal product.

Paritosh Anand (Guest) •••

Jigyasa C   Ira S   Paritosh A...

4

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Mentoring Session o...
◉ 15:07 28 attendees 🛡

LEAN STARTUP

- Lean simply put - is a business that maximises value while minimising waste
- The term Lean Startup was coined by Eric Ries, in a book named the same.
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Paritosh Anand (Guest) •••

IS

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5

Delhi, Delhi, India
Tecnia Institute of Advanced Studies PG Block,
Bhagwan Mahavir Marg, Block D, Sector 14, Rohini,
Delhi, 110085, India
Lat 28.705549°
Long 77.130426°
04/07/22 12:44 PM

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6

Tecnia Institute of Advanced Studies PG Block, Bhagwan Mahavir Marg, Block D, Sector 14, Rohini, Delhi, 110085, India
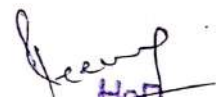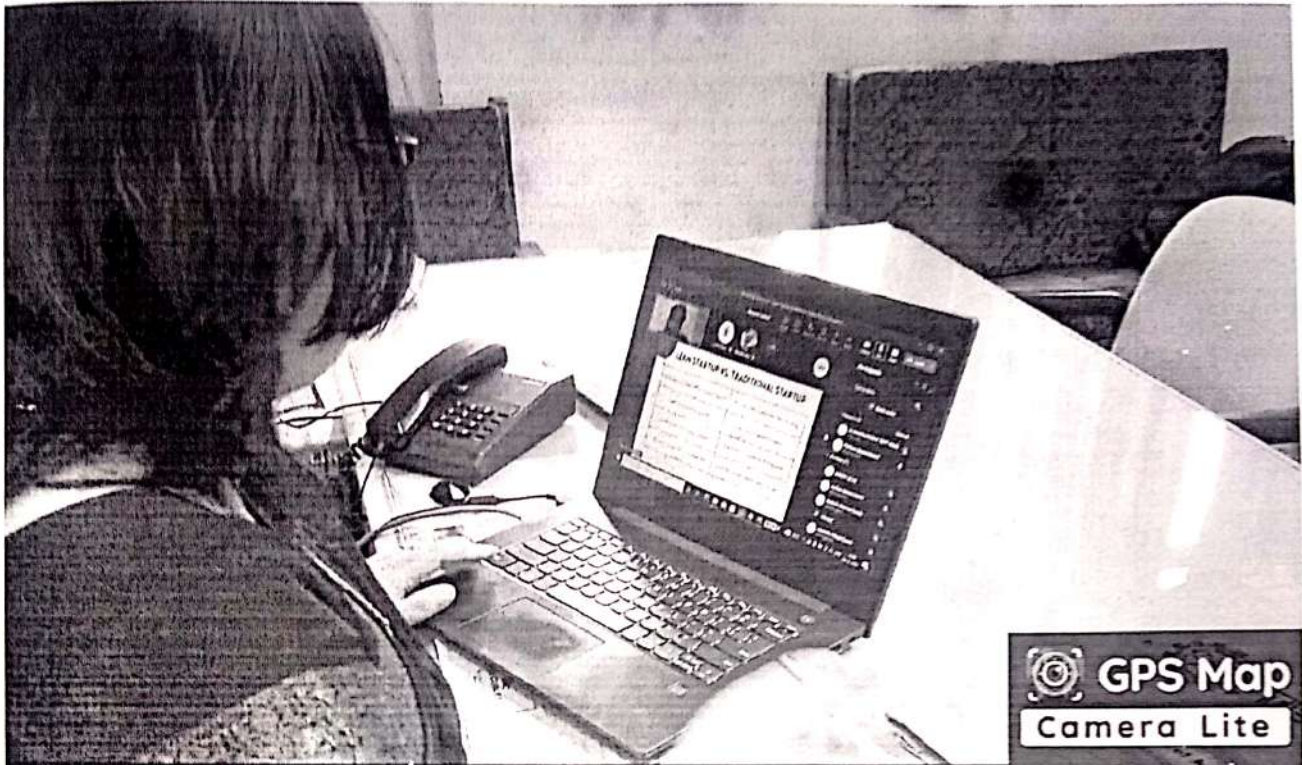
Latitude
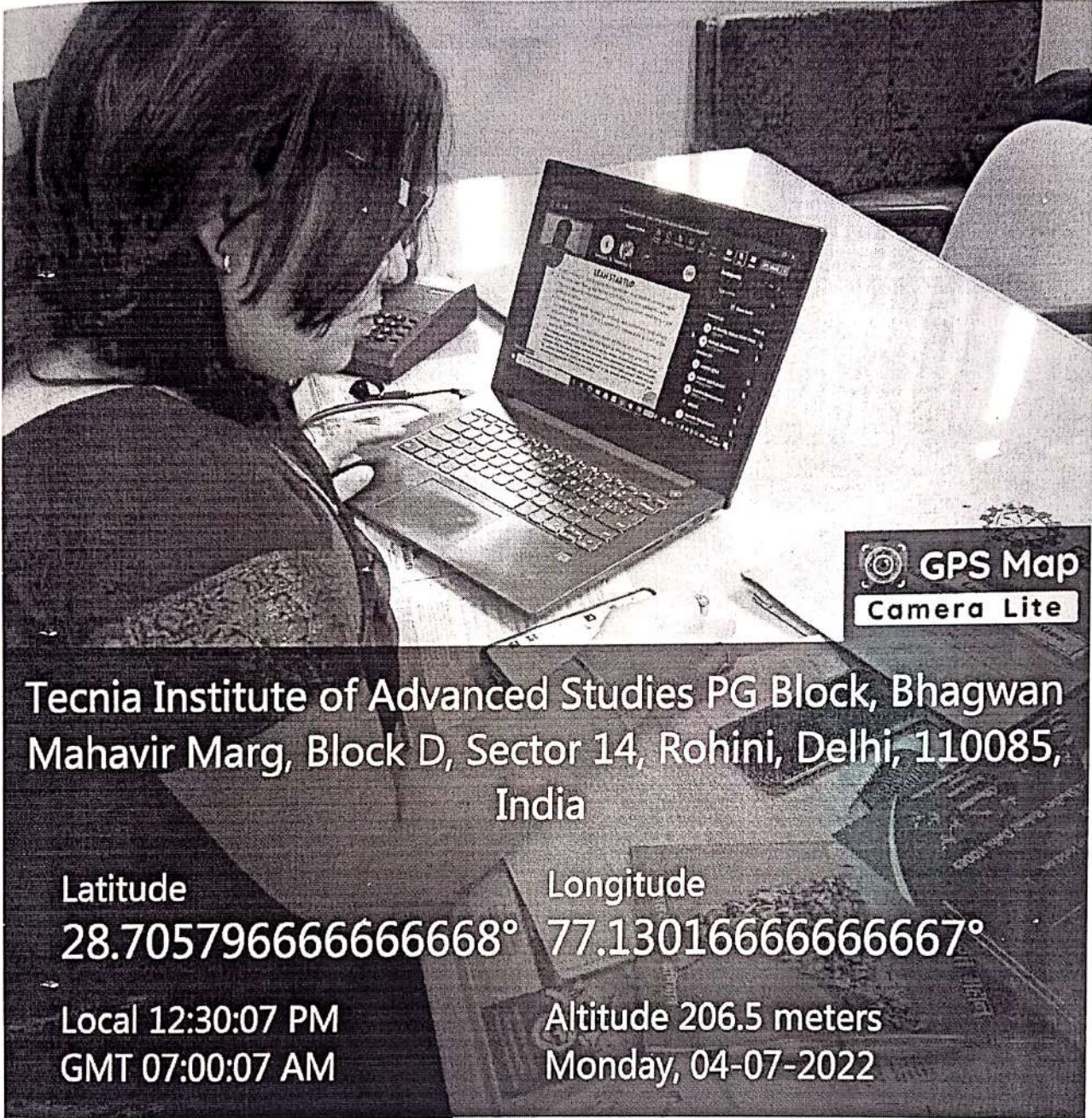28.705796666666668°

Longitude
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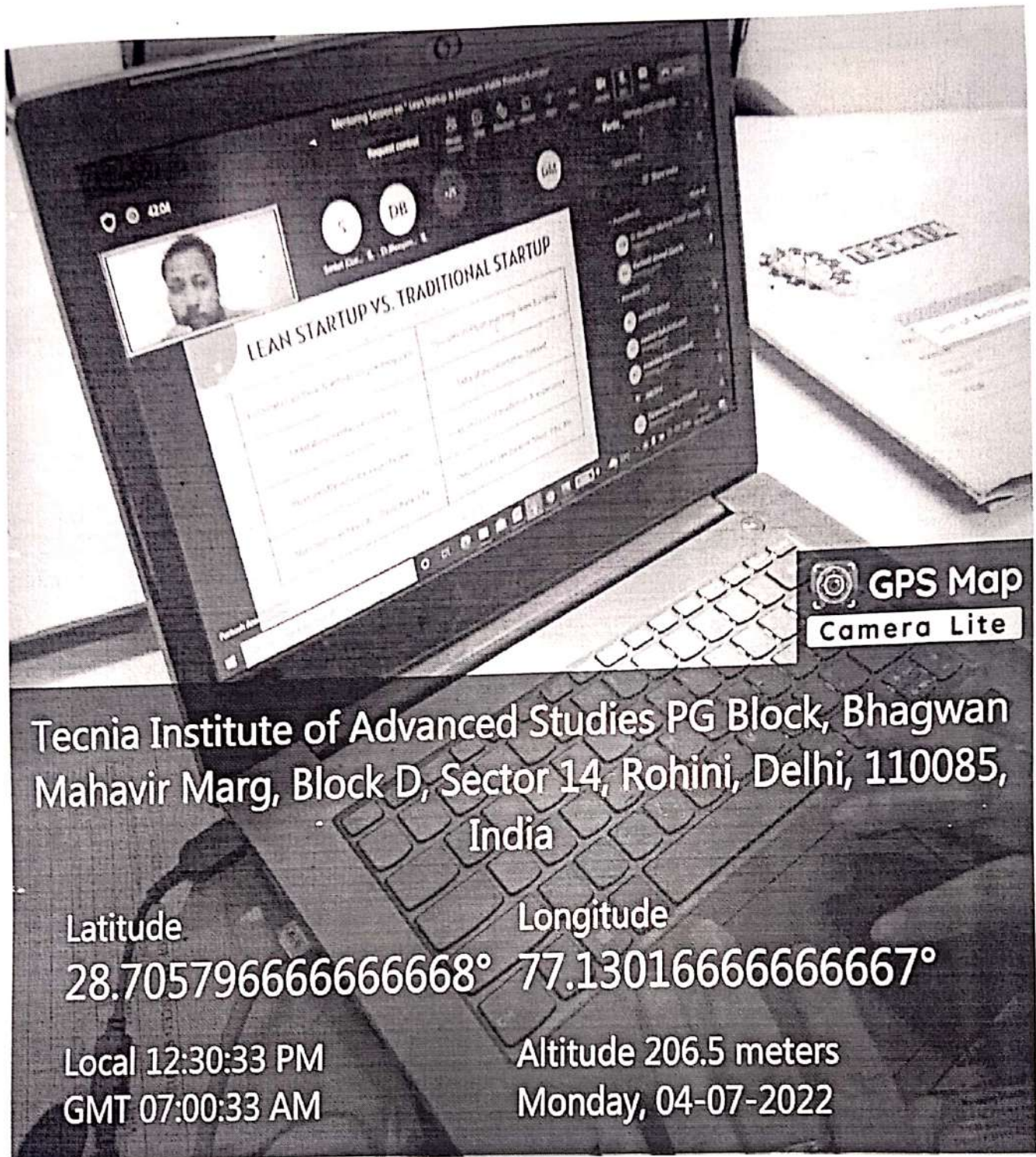
Altitude 206.5 meters
Monday, 04-07-2022

HoD
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7

Tecnia Institute of Advanced Studies PG Block, Bhagwan Mahavir Marg, Block D, Sector 14, Rohini, Delhi, 110085, India

Latitude
28.705796666666668°

Longitude
77.13016666666667°

Local 12:30:19 PM
GMT 07:00:19 AM

Altitude 206.5 meters
Monday, 04-07-2022

8

HOD
MBA-TIAS

Tecnia Institute of Advanced Studies PG Block, Bhagwan Mahavir Marg, Block D, Sector 14, Rohini, Delhi, 110085, India

Latitude
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Longitude
77.13016666666667°

Local 12:30:07 PM
GMT 07:00:07 AM

Altitude 206.5 meters
Monday, 04-07-2022

HOD
MBA-TIAS

9

Tecnia Institute of Advanced Studies PG Block, Bhagwan Mahavir Marg, Block D, Sector 14, Rohini, Delhi, 110085, India

Latitude
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Longitude
77.13016666666667°

Local 12:30:33 PM
GMT 07:00:33 AM

Altitude 206.5 meters
Monday, 04-07-2022

HoD
MBA, TIAS

10

Tecnia Institute of Advanced Studies PG Block, Bhagwan Mahavir Marg, Block D, Sector 14, Rohini, Delhi, 110085, India

Latitude
28.705796666666668°

Longitude
77.13016666666667°

Local 12:35:09 PM
GMT 07:05:09 AM

Altitude 206.5 meters
Monday, 04-07-2022

HOD
MP

Tecnia Institute of Advanced Studies PG Block, Bhagwan Mahavir Marg, Block D, Sector 14, Rohini, Delhi, 110085, India

Latitude
28.705796666666668°

Longitude
77.13016666666667°

Local 12:34:45 PM
GMT 07:04:45 AM

Altitude 206.5 meters
Monday, 04-07-2022

12

TYPES OF MVP

- **Video MVP:** Explain the concept and ask people to sign up.

- **Concierge MVP:** Do everything yourself to create an awesome personalized experience. Caution – you need to have a growth model, otherwise, you might become satisfied with a small profitable business when a pivot may have lead to more significant growth.

- **Wizard of Oz MVP:** Simulate the technology you would need to develop by doing it yourself behind the scenes while you test your assumptions.

METHODOLOGY OF LEAN STARTUP

Obstacles

Solution

Lean Startup

FAIL FASTER

THE 3 A'S OF METRICS

- **Actionable:** Clear cause and effect between experiment and metric.

- **Accessible:** Make the reports as simple as possible so everyone understands them.

- **Auditable:** You must be able to test the data by hand.

LEAN STARTUP VS. TRADITIONAL STARTUP

|	
Eliminates all time & efforts on planning part	Focusses much on planning, team building
Least documentation involved	Lot's of documentation needed
Hires mostly who are eager to learn	Hires on basis of academics & experience
Uses metrices like CAC, Churn Rate, LTV	Uses metrices like Balance Sheet, P&L etc.

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14

FEEDBACK:

My understanding about Lean Startup has increased after attending the webinar
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responses

- Yes — 55 (90.2%)
- No — 1 (1.6%)
- SomeWhat — 9 (14.8%)

(x-axis: 0, 20, 40, 60)
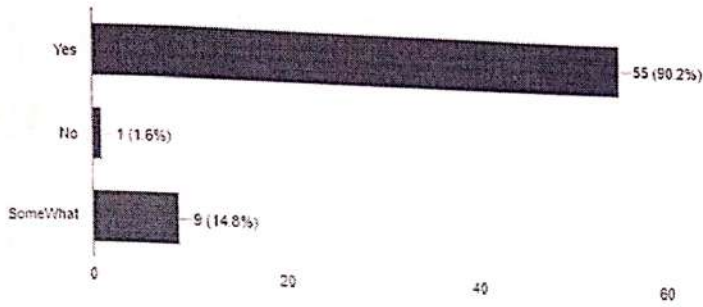
My understanding about the deference between Lean Startup & traditional startup has increased after attending the webinar

61 responses

- Yes — 51 (83.6%)
- No — 1 (1.6%)
- SomeWhat — 9 (14.8%)

(x-axis: 0, 20, 40, 60)
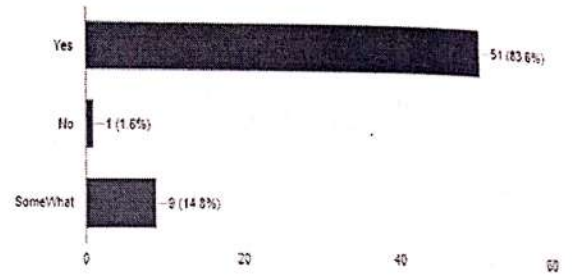
understanding about the methodology for startups has increased after attending
webinar
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onses

- Yes — 49 (80.3%)
- No — 2 (3.3%)
- SomeWhat — 11 (18%)

(x-axis: 0, 10, 20, 30, 40, 50)
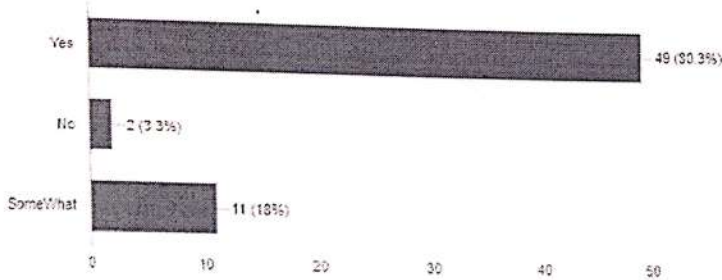
My understanding about the MVP has increased after attending the webinar

61 responses

- Yes — 47
- No — 3 (4.9%)
- Some What — 14 (23%)

(x-axis: 0, 10, 20, 30, 40)
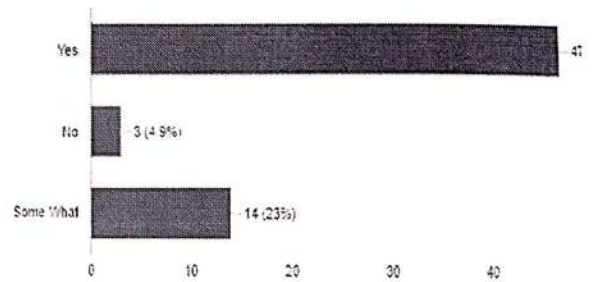
understanding about the types of MVP has increased after attending the webinar
[ ] Copy

ponses

- Yes — 46 (75.4%)
- No — 1 (1.6%)
- SomeWhat — 15 (24.6%)

(x-axis: 0, 10, 20, 30, 40, 50)
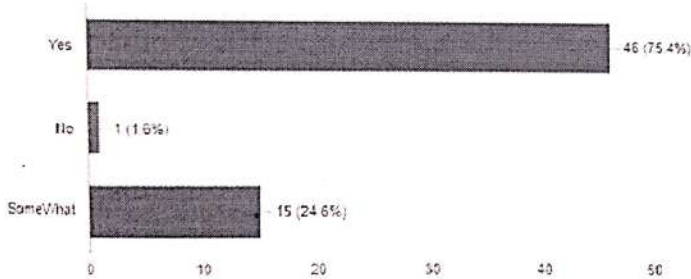
My understanding about the sustainable growth for MVP has increased after attending the webinar

61 responses

- Yes — 53 (86.9%)
- No — 0 (0%)
- SomeWhat — 8 (13.1%)

(x-axis: 0, 20, 40, 60)

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15
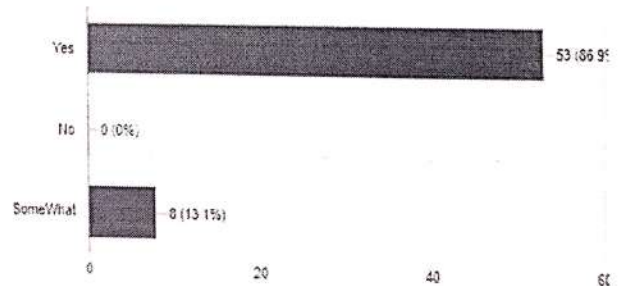
LIST OF BENEFICIARIES:

SL.NO	NAME	COURSE	ENROLLMENT NO.	BATCH	OVERALL FEEDBACK
1	HIMANSHI ARORA	BA(JMC)	15417002421	2021-24	EXCELLENT
2	AARTI SHARMA	BA(JMC)	4517002421	2024	EXCELLENT
3	PRABHJOT KAUR	BA(JMC)	10417002421	2021-2024	EXCELLENT
4	ABHIJEET PURI	BA(JMC)	517002420	2020-2023	GOOD
5	SARTHAK BAJAJ	BA(JMC)	121302421	2021	GOOD
6	TUSHAR AGGARWAL	BA(JMC)	35521302420	2020-2023	EXCELLENT
7	RADHIKA KATARIA	BA(JMC)	12117002421	2024	GOOD
8	VANSH ARORA	BA(JMC)	5021302421	2021	AVERAGE
9	IMRANA NAZ	BA(JMC)	7317002421	2MA	EXCELLENT
10	NIDHI	BA(JMC)	5817002420	2020-23	EXCELLENT
11	GARIMA SHARMA	BA(JMC)	33	2021-2024	EXCELLENT
12	RIYA	BA(JMC)	13917002421	2021	EXCELLENT
13	AKSHARA TYAGI	BA(JMC)	4621302421	2021	EXCELLENT
14	MAMTA	BA(JMC)	1717002421	2022	EXCELLENT
15	ANUSHKA	BA(JMC)	69	2020-2024	EXCELLENT
16	JAYESH NARAINI	BA(JMC)	13417002421	2021-24	EXCELLENT
17	JIGYASA	BA(JMC)	13317002421	2021-24	EXCELLENT
18	PARTH BHATNAGAR	BA(JMC)	35317002421	2022	GOOD
19	MANISHA CHAUHAN	BA(JMC)	5021302420	2020	EXCELLENT
20	PARTH GOEL	BA(JMC)	35917002421	2021-24	GOOD
21	SURAKSHA MAGGU	BA(JMC)	917002421	1ST BATCH	EXCELLENT
22	KAVYA NEERAJ	BA(JMC)	11317002421	2021-2024	GOOD
23	YASH SAH	BA(JMC)	10321302420	EVENING	EXCELLENT
24	IRA SHARMA	BA(JMC)	6317002421	2021-2024	EXCELLENT
25	ISHIKA TAYAL	BA(JMC)	8317004241	1	GOOD
26	ARYAN BHARDWAJ	BA(JMC)	3917002421	MORNING A	EXCELLENT
27	RAMNEEK TAKKAR	BA(JMC)	6217002421	2ND SEMESTER	GOOD
28	MANYA GROVER	BA(JMC)	6117002421	2021	EXCELLENT
29	NISHCHAL SHARMA	BA(JMC)	1417002421	2021	GOOD
30	TANISHQA PATIL	BA(JMC)	1817002421	2021 - 2024	GOOD
31	KASHISH	BA(JMC)	5817002421	1	GOOD
32	KHUSHI ARORA	BA(JMC)	4821302421	2021-2022	EXCELLENT
33	NIDHI MISHRA	BA(JMC)	8417002421	2021-2024	EXCELLENT
34	NAMAN CHAWLA	BA(JMC)	4417002421	2021-2024	GOOD
35	KHUSHI MANCHANDA	BA(JMC)	8117002421	2021-2024	EXCELLENT
36	DEEPAK KUMAR	BA(JMC)	5217002421	2022-2024	GOOD
37	CHAHAT DARYANI	BA(JMC)	6417002421	2021-2024	GOOD
38	DIPANSHU PAHUJA	BA(JMC)	14517002421	2021-2024	GOOD

16

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39	SHREYA SHARMA	BA(JMC)	4317002421	1 YEAR	EXCELLENT
40	GARIMA	BA(JMC)	35521302421	2022_2024	EXCELLENT
41	ISHIKA KAPOOR	BA(JMC)	8017002421	2021-24	EXCELLENT
42	AASTHA GAUR	BA(JMC)	1617002421	DIV A SHIFT 1	GOOD
43	AAKRITI SETHI	BA(JMC)	1017002421	1ST YEAR	EXCELLENT
44	ASHUTOSH SHARMA	BA(JMC)	9417002421	2021- 2024	GOOD
45	OJUS PURI	BA(JMC)	4717002421	1ST YEAR	GOOD
46	DHRUV SHARMA	BA(JMC)	6617002421	2021-24	GOOD
47	ALAKSA ASSIS	BA(JMC)	621302420	2020-2023	GOOD
48	RIDDHI	BA(JMC)	35217002421	2021-24	EXCELLENT
49	KRISHNA KHETARPAL	BA(JMC)	2917002421	2021-24	EXCELLENT
50	ROHIT GUPTA	BA(JMC)	3617002421	2021-22	GOOD
51	FALGUNI SHARMA	BA(JMC)	12417002421	2022-24	EXCELLENT
52	ANSHUL	BA(JMC)	8821302421	2024	GOOD
53	ARYAVANSH BHARDWAJ	BA(JMC)	15317002421	2MB	GOOD
54	RISHITA GOYAL	BA(JMC)	35817002421	2021 - 2024	EXCELLENT
55	SARTHAK THAKUR	BA(JMC)	3217002421	2021-2024	EXCELLENT
56	DIVYANSHU MISHRA	BA(JMC)	2321302420	5 SEMSTER	EXCELLENT
57	KHUSHI PRUTHI	BA(JMC)	2117002421	2021-24	GOOD
58	VANSHIKA SHARMA	BA(JMC)	7417002421	2021-2024	EXCELLENT
59	SAANCHAL DHAMIJA	BA(JMC)	4617002421	2022-24	GOOD
60	RIYA SHARMA	BA(JMC)	4217002421	1ST SEM	GOOD
61	JATIN SETH	BA(JMC)	35617002421	MORNING B	EXCELLENT