

Registration Form:

Name (IN CAPITAL LETTER).....

Name of the Course.....

Address:.....

Phone:.....



**Aurora's PG College (MBA)
Panjagutta, Hyderabad-082.**



A Seminar
On
Current issue in IPR

PROGRAM SCHEDULE

29-4-2022 9.30AM to 12.30 PM

Date: 29/4/2023



Venue
Seminar Hall
Aurora's PG College

Organised by:

Department of IPR Cell
Contact No.: 910000255/910000270

	<p>Department of IPR CELL Aurora's PG College (MBA) Panjagutta, Hyderabad-500 082 Contact No.: 910000255/270</p>	
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About Aurora College

Aurora Group was established in the year 1989. The name 'Aurora' was derived from the Latin word 'Aurora Borealis', the famous northern lights, meaning Sun God. The name has been chosen as it synthesizes the Indian and Western tradition of representing the sun as a symbol of knowledge and power. Education is a penance for knowledge and Aurora treats it thus. Today it has scaled up to one of the prominent hubs of management education in Hyderabad. Aurora secures many top university ranks every year. Academic Excellence is achieved and strengthened through Interactive Teaching Learning methods. Various Extracurricular and Co-curricular activities contribute to the holistic development of the students. It has state-of-the-art infrastructure and facilities.

Efficient faculty who are extremely resourceful and multifaceted are an asset of this institution. Our students have made their presence felt by their excellent placement record by getting placed in top-notch companies in India and abroad

Introduction

Intellectual Property Rights (IPR) encompass a broad array of legal protections for creations of the mind, such as inventions, literary and artistic works, symbols, names, and designs used in commerce. As of recent times, several pressing issues have surfaced in the realm of IPR, influencing global economies, technological innovation, and cultural dynamics.

Course Objectives:

1. Incentivizing Innovation and Creativity
2. Protection of Investments
3. Promoting Economic Growth
4. Encouraging Fair Competition
5. Preserving Cultural Heritage and Traditional Knowledge

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**Aurora's PG College
(MBA)
punjagutta,Hyderabad-82**



*A Workshop
on
Business Plan Presentation*

PROGRAM SCHEDULE

15/04/2023 9.30AM to 12.30 PM
16/04/2023 9.30 AM to 12.30 PM

Date: 15/04/2023 to 16/04/2023



Venue
Seminar Hall
Aurora's PG College

Organised by:

Department of ED Cell
Contact No.: 910000255/910000270

	<p>Department of ED CELL Aurora's PG College(MBA) punjagutta Hyderabad-500 082 Contact No.: 910000255/910000270</p>	
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Introduction

A business plan presentation is a formal presentation of a business plan to an audience, typically stakeholders, investors, potential partners, or team members. Its primary purpose is to communicate the key aspects of the business plan in a clear, concise, and compelling manner. Here are the key elements and objectives of a business plan presentation

Course Objectives:

1. Clarity and Understanding
2. Validation of Business Idea
3. Strategic Planning and Guidance
4. Building Confidence and Credibility
5. Risk Identification and Mitigation

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**Aurora's PG College
(MBA)
Panjagutta, Hyderabad-82**

*A Workshop
on
Intellectual Property Rights Infringement*

PROGRAM SCHEDULE

15-10-2022 9.30AM to 12.30 PM
16-10-2022 9.30AM to 12.30 PM

Date: 15/10/2022-16/10/2022



	<p>Department of IPR CELL Aurora's PG College (MBA) Panjagutta, Hyderabad-500 082 Contact No.: 910000255/270</p>	
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Venue
Seminar Hall
Aurora's PG College

**Organised by:
Department of IPR Cell
Contact No.: 910000255/910000270**

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Introduction

Introduction: Intellectual Property Rights (IPR) play a crucial role in fostering innovation, creativity, and economic growth by protecting the creations of inventors, authors, and businesses. However, the infringement of these rights poses significant challenges to individuals and organizations, leading to legal disputes, financial losses, and diminished incentives for innovation. This workshop on Intellectual Property Rights Infringement aims to provide a comprehensive understanding of the various aspects of IPR infringement, including its types, legal implications, and strategies for protection and enforcement. By bringing together experts from the legal, academic, and corporate sectors, the workshop seeks to equip participants with the knowledge and tools necessary to navigate the complexities of IPR infringement and safeguard their intellectual assets.

Course Objectives:

- **1.Strategies for Protecting Intellectual Property:**
 - Provide practical advice on how individuals and businesses can protect their intellectual property from infringement.
 - Discuss the importance of registration, monitoring, and enforcement strategies.
- **Impact of IPR Infringement:**
 - Analyze the economic and social impact of IPR infringement on businesses, consumers, and the broader economy.
 - Discuss the ethical considerations and the importance of fostering a culture of respect for intellectual property.
- **Dispute Resolution:**
 - Explore alternative dispute resolution methods for IPR conflicts, such as mediation and arbitration.
 - Provide guidance on navigating the litigation process in IPR cases.
- **Future Trends and Challenges:**
 - Discuss emerging trends and challenges in the field of IPR, including the impact of digital technologies and globalization.

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Aurora's PG College (MBA)
Panjagutta, Hyderabad-01



A Workshop
on
Ethics in Research and Plagarisim

PROGRAM SCHEDULE

11/11/2022	9.30AM to 12.30 PM
12/11/2023	9.30 AM to 12.30 PM



Date: 11/11/2022 to 12/11/2022



Venue
Seminar Hall
Aurora's PG College

Organised by:

Department of R & D Cell
Contact No.: 910000255/910000270

	<p>Department of R & D CELL Aurora's PG College(MBA) Panjagutta, Hyderabad-500 082 Contact No.: 910000255/270</p>	
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Introduction

Ethics in research and plagiarism are critical aspects of academic and professional integrity. Research ethics encompass the principles and standards that guide researchers in their work, ensuring that studies are conducted with honesty, integrity, and respect for participants and the scientific community. Plagiarism, on the other hand, involves using someone else's ideas, words, or work without proper acknowledgment, which undermines academic honesty and the credibility of research.

Course Objectives:

- 1.Promoting Research Integrity
- 2.Protecting Participants' Rights
- 3.Maintaining Academic Integrity
- 4.Building Trust and Reputation
- 5.Preventing Ethical Violations

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**Aurora's PG College
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Panjagutta, Hyderabad-82**

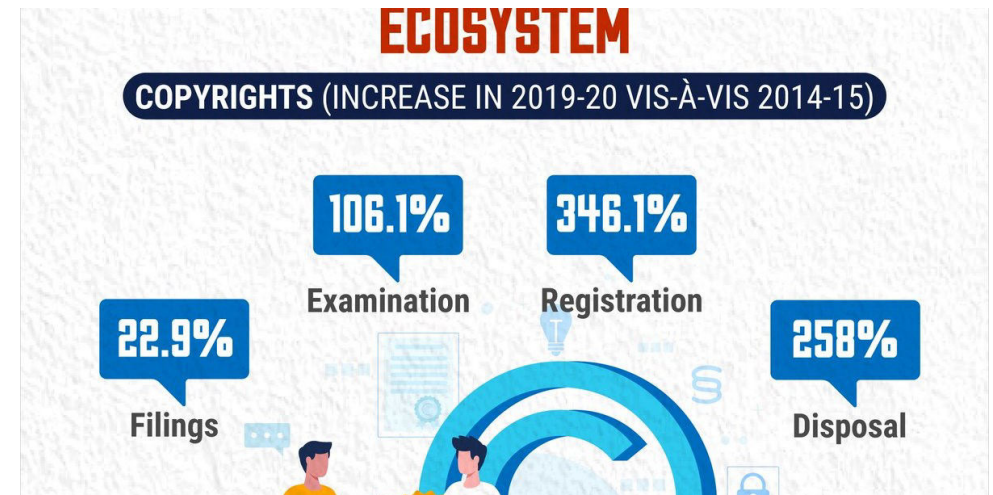


*A Seminar
on
IPR – Indian Ecosystem*

PROGRAM SCHEDULE

01/04/2023 9.30AM to 12.30 PM

Date: :01/04/2023



Venue
Seminar Hall
Aurora's PG College

Organised by:

Department of IPR Cell
Contact No.: 910000255/910000270



Department of IPR CELL
Aurora's PG College(MBA)
Punjagutta, Hyderabad-500 082
Contact No.: 910000255/910000270



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Introduction

IPR (Intellectual Property Rights) ecosystem in India refers to the framework of laws, regulations, institutions, and practices governing the protection and enforcement of intellectual property (IP) rights within the country. Intellectual property encompasses various types of creations of the mind, such as inventions, literary and artistic works, designs, symbols, names, and images used in commerce.

Course Objectives:

1. Encouraging Innovation and Creativity
2. Protection of Intellectual Property
3. Ensuring Fair and Equitable Access to Intellectual Property
4. Compliance with International Standards and Obligations
5. Promoting Economic Growth and Competitiveness

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(MBA)
Punjagutta, Hyderabad-82**

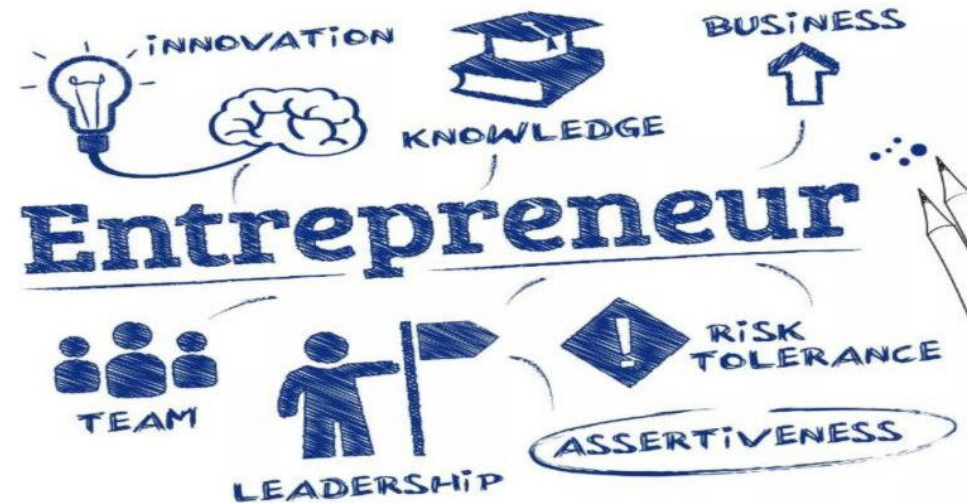




**A
Workshop
On
Entrepreneuership Awareness**

PROGRAM SCHEDULE

20/03/2023 to 24/03/2023 9.30AM to 12.30 PM

Date: 20/03/2023 - 24/03/2023



 **Department of ED CELL
Aurora's PG College (MBA)
punjagutta Hyderabad-500 082
Contact No.: 910000255/910000270** 

Venue
Seminar Hall

Organised by:

**Department of ED Cell
Contact No.: 9100000255/910000270**

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Introduction

Entrepreneurship awareness is crucial in today's dynamic and competitive world, where innovation, creativity, and resilience are key drivers of economic growth and societal progress. It encompasses understanding the entrepreneurial mindset, recognizing opportunities, and embracing the challenges and rewards of starting and growing a business venture.

Course Objectives:

1. It Encourage creativity and innovation in solving problems and addressing societal challenges through entrepreneurial ventures.
2. Educate individuals on managing entrepreneurial risks, making informed decisions
3. Facilitate networking opportunities and collaboration among entrepreneurs, mentors, investors,
4. Build confidence and leadership skills among aspiring entrepreneurs, empowering them to lead team
5. Promote diversity and inclusivity within the entrepreneurial community,

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**Aurora's PG College
(MBA)**

Panjagutta, Hyderabad-82



A Seminar
On
IPR & Research Ethics

PROGRAM SCHEDULE

18/03/2023 9.30AM to 12.30 PM

Date: 18/03/2023



Venue
Seminar Hall
Aurora's PG College

Organised by:

Department of R & D Cell
Contact No.: 910000255/910000270



Department of R & D CELL
Aurora's PG College(MBA)
Nampally, Hyderabad-500 082
Contact No.: 910000255/910000270



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Introduction

Research ethics refer to the principles and standards that guide researchers to conduct their work with integrity, transparency, and respect for all stakeholders involved. These ethical guidelines ensure that research is performed in a responsible and moral manner, safeguarding the rights and welfare of participants, maintaining the credibility of the scientific community, and promoting the validity and reliability of research findings. .

Course Objectives:

- **1 Ensure Honesty and Integrity:**
 - Promote truthful reporting of research methods, data, and findings.
 - Prevent fabrication, falsification, and misrepresentation of research.
 -
- **Protect Human Participants:**
 - Safeguard the rights, dignity, and well-being of research participants.
 - Ensure informed consent, confidentiality, and the right to withdraw from studies.
 -
- **Promote Fairness and Transparency:**
 - Ensure equitable treatment of all participants and stakeholders.
 - Maintain transparency in the research process, including funding sources and potential conflicts of interest.

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**Aurora's PG College
(MBA)
Panjagutta, Hyderabad-82**



**A Seminar
On
Entrepreneurship- The Way Forward**

PROGRAM SCHEDULE

13-3-2023 9.30AM to 12.30 PM

Date: 13/3/2023



**Venue
Seminar Hall
Aurora's PG College**

**Organised by:
Department of ED Cell
Contact No.: 910000255/910000270**

	<p>Department of ED CELL Aurora's PG College (MBA) Panjagutta, Hyderabad-500 082 Contact No.: 910000255/270</p>	
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Introduction

Entrepreneurship is the dynamic process of creating and building a business venture from scratch, taking on financial risks in the hope of profit. It's not merely about starting a business but also about innovating, identifying opportunities, and organizing resources to turn ideas into viable businesses.

Entrepreneurs are the driving force behind this process. They are individuals who are willing to take calculated risks to bring new ideas, products, or services to market. They often exhibit qualities such as creativity, resilience, and a strong sense of initiative.

Course Objectives:

- 1 **Innovation and Creativity**
- 2 **Profitability**
- 3 **Job Creation**
- 4 **Economic Growth**
- 5 **Social Impact**

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**Aurora's PG College
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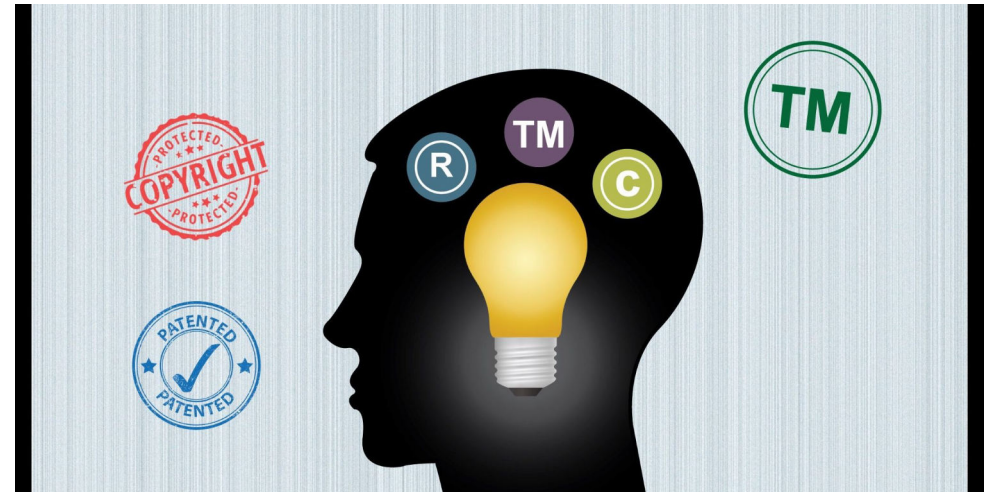


*A Seminar
On
Intellectual property rights*

PROGRAM SCHEDULE

04-03-2023 9.30AM to 12.30 PM

Date: 04/03/2023



Venue
Seminar Hall
Aurora's PG College

Organised by:

Department of IPR Cell
Contact No.: 910000255/910000270

	<p>Department of IPR CELL Aurora's PG College(MBA) Panjagutta, Hyderabad-500 082 Contact No.: 910000255/270</p>	
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Introduction

Intellectual Property rights mean providing property rights through patents, copyrights and trademarks. Holders of intellectual property rights have a monopoly on the usage of property or items for a specified time period. The term intellectual property began to be used in the 19th Century. Only in the 20th century did it become part of the world's legal systems.

Course Objectives:

1. Ensure that intellectual property (IP) assets such as inventions, trademarks, copyrights, and designs are legally protected
2. Encourage innovation and creativity within the organization by providing incentives and protections for new ideas and inventions.
3. Mitigate risks associated with intellectual property, such as the potential for infringement claims or loss
4. Encourage innovation and creativity within the organization by providing incentives and protections for new ideas and inventions.
5. Ensure that all activities related to intellectual property are conducted in compliance with relevant laws .

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**Aurora's PG College
(MBA)
Panjagutta, Hyderabad-82**





**A
Entrepreneurial workshop
on
lean startup canvas**

PROGRAM SCHEDULE

25/02/2023	9.30AM to 12.30 PM
26/02/2023	9.30AM to 12.30 PM

Date: 25/02/2023 TO 26/02/2023



	Department of ED CELL Aurora's PG College(MBA) Panjagutta, Hyderabad-500 082 Contact No.: 910000255/270	
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**Venue
Seminar Hall
Aurora's PG College**

**Organised by:
Department of ED Cell
Contact No.: 910000255/910000270**

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Introduction

Lean Startup Canvas is a strategic management tool that helps entrepreneurs systematically iterate and refine their business ideas. It is based on the principles of the Lean Startup methodology, popularized by Eric Ries, which advocates for rapid experimentation, validated learning, and iterative product development. Lean Startup Canvas is a powerful tool for entrepreneurs looking to launch new ventures in a dynamic and uncertain market environment. It promotes a disciplined approach to innovation, minimizing risks and maximizing opportunities for success through continuous learning and adaptation

Course Objectives:

1. Visualizing the Business Model
2. Identifying and Prioritizing Customer Problems
3. Defining the Unique Value Proposition (UVP)
4. Optimizing Resource Allocation
5. Minimizing Time to Market and Cost

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**Aurora's PG College
(MBA)**

Panjagutta, Hyderabad-82



**A Workshop
on
Entrepreneurship skills for Aspiring entrepreneurs**

PROGRAM SCHEDULE

17/02/2023 9.30AM to 12.30 PM
18/02/2023 9.30AM to 12.30 PM

Date: 17/02/2023 TO 18/02/2023



**Venue
Seminar Hall
Aurora's PG College**

Organised by:

**Department of IPR Cell
Contact No.: 910000222 910000256**

	<p>Department of IPR CELL Aurora's PG College(MBA) Panjagutta, Hyderabad-500 082 Contact No.: 910000255/270</p>	
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Introduction

Entrepreneurship is a catalyst for innovation, economic growth, and job creation.

Aspiring entrepreneurs often possess great ideas but may lack the essential skills and knowledge to transform those ideas into successful businesses. This workshop on Entrepreneurship Skills aims to provide participants with the practical tools, strategies, and insights necessary to navigate the entrepreneurial journey. Through interactive sessions led by experienced entrepreneurs, industry experts, and business coaches, participants will gain a comprehensive understanding of the key components required to launch and grow a successful enterprise.

Course Objectives:

Cultivate an Entrepreneurial Mindset:

Encourage creativity, resilience, and a proactive attitude.
Promote risk-taking and learning from failures as a path to success.

Identify and Evaluate Business Opportunities:

Teach methods for recognizing market needs and gaps.
Provide tools for assessing the viability and potential of business ideas.

Business Planning and Strategy Development:

Guide participants in creating comprehensive business plans.
Discuss strategic planning, goal setting, and performance monitoring.

Financial Management and Planning:

Explain the basics of financial planning, budgeting, and accounting.
Provide insights into securing funding, managing cash flow, and understanding financial statements.

Marketing and Sales Strategies:

Discuss market research, branding, and positioning.

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PROGRAM SCHEDULE

28/02/2023	9.30AM to 12.30 PM
29/02/2023	9.30AM to 12.30 PM



**Aurora's PG College
(MBA)
Panjagutta, Hyderabad-82.**

A
Workshop
On
Framing Research Hypothesis

Date: 28/02/2023 to 29/02/2023



Venue
Seminar Hall
Aurora's PG College

Organised by:

Department of Research Methodology Cell
Contact No.: 910000255/910000270

	<p>Department of Research Methodology CELL Aurora's PG College(MBA) Panjagutta, Hyderabad-500 082 <i>Contact No.: 910000255/270</i></p>	
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Introduction

A research hypothesis is a statement that proposes a relationship between two or more variables. It is typically formulated based on existing knowledge and serves as a testable prediction about the outcome of an experiment or study.

Course Objectives:

The objectives of the Workshop on Framing Research Hypotheses are to make understand students with essential skills in formulating clear, testable research hypotheses. Students learned the principles of hypothesis construction, understand the significance of hypotheses in guiding research inquiries, and practice applying these skills to develop hypotheses that are relevant, precise, and aligned with their research objectives. The workshop aims to enhance students' ability to design robust research studies and contribute to the advancement of knowledge in their respective fields through well-defined hypotheses. .

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**Aurora's PG College
(MBA)**

Panjagutta, Hyderabad-082.



A Seminar
On
Entrepreneurship growth and competitiveness

PROGRAM SCHEDULE

27-1-2023 9.30AM to 12.30 PM

Date: 27/1/2023



Venue
Seminar Hall
Aurora's PG College

Organised by:

Department of ED Cell
Contact No.: 910000255/910000270

Department of ED CELL
Aurora's PG College(MBA)
Panjagutta, Hyderabad-500 082
Contact No.: 910000255/270



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Introduction

Entrepreneurship growth refers to the expansion and development of entrepreneurial activities within an economy or a specific region. It encompasses the increase in the number of new ventures, their scale, their impact on economic growth, and their contribution to innovation and job creation.

Entrepreneurship is crucial for economic development as it drives innovation, introduces new technologies and processes, and creates employment opportunities. When entrepreneurship grows, it typically leads to a more dynamic and competitive business environment, which can stimulate overall economic growth.

Course Objectives:

- 1 Economic Development
- 2 job Creation
- 3 Wealth Creation
- 4 Flexibility and Autonomy
- 5 Legacy and Recognition

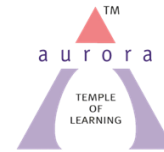
Registration Form:

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Aurora's PG College (MBA)
Panjagutta, Hyderabad-082.





*A Workshop
on
Basics of IPR*

PROGRAM SCHEDULE

06/01/2023	9.30AM to 12.30 PM
07/01/2023	9.30AM to 12.30 PM

Date: 06/01/2023 TO 07/01/2023



	<p>Department of IPR CELL Aurora's PG College(MBA) Panjagutta, Hyderabad-500 082 Contact No.: 910000255/270</p>	
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Venue
Seminar Hall
Aurora's PG College

Organised by:
Department of IPR Cell
Contact No.: 910000255/910000270

About Aurora College

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Introduction

Intellectual Property Rights (IPR) are legal rights that protect creations of the human intellect. These rights provide exclusive ownership and control over intangible assets, allowing creators and innovators to benefit financially from their inventions, creative works, and brands. IPR plays a crucial role in fostering innovation, promoting economic growth, and safeguarding cultural and technological advancements

Course Objectives:

- 1.Promoting Innovation and Creativity
- 2.Protecting Intellectual Creations
- 3.Enhancing Market Confidence and Fair Competition
- 4.Preserving Cultural Heritage and Traditional Knowledge
- 5.Adapting to Technological Advancements:

Registration Form:

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**Aurora's PG College
(MBA)**

Panjagutta, Hyderabad-82.



A Seminar
On
Elevator's Pitch of Entrepreneurship

PROGRAM SCHEDULE

25/01-2023 9.30AM to 12.30 PM

Date: 25/01/2023



Venue
Seminar Hall
Aurora's PG College

Organised by:

Department of R & D Cell
Contact No.: 910000255/910000270

	<p>Department of R& D CELL Aurora's PG College (MBA) <i>Panjagutta, Hyderabad-500 082</i> <i>Contact No.: 910000255/270</i></p>	
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Introduction

An elevator pitch is a concise, compelling presentation that explains your business idea, product, or service in the time it takes to ride an elevator, typically 30 seconds to 2 minutes. This seminar on the Elevator Pitch of Entrepreneurship is designed to help aspiring entrepreneurs and business professionals craft and deliver impactful elevator pitches. Through expert insights, interactive exercises, and real-world examples, participants will learn how to effectively communicate their ideas, capture attention, and persuade potential investors, partners, or clients.

Course Objectives:

- **Understand the Importance of an Elevator Pitch:**
 - Explain the role of an elevator pitch in entrepreneurship and business development.
 - Highlight scenarios where a well-crafted elevator pitch can make a difference.
- **Crafting a Compelling Elevator Pitch:**
 - Teach the key components of a successful elevator pitch: problem statement, solution, unique value proposition, and call to action.
 - Provide guidelines on how to tailor the pitch to different audiences and situations.
- **Effective Communication Techniques:**
 - Discuss verbal and non-verbal communication skills.
 - Emphasize the importance of clarity, brevity, and engaging storytelling.
- **Overcoming Common Challenges:**
 - Address common pitfalls and challenges in delivering an elevator pitch.
 - Provide strategies for managing nerves and building confidence.

Registration Form:

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Address:.....

Phone:.....

PROGRAM SCHEDULE

04/05/2023 9.30AM to 12.30 PM



**Aurora's PG College
(MBA)
Panjagutta, Hyderabad-82.**



A
Seminar
On
Effective Research Writing

Date: 04/05/2023



Venue
Seminar Hall

Organised by:

**Department of R & D Cell
Contact No.: 910000255/910000270**

	<p>Department of R & D CELL Aurora's PG College (MBA) Panjagutta, Hyderabad-500 0082 Contact No.: 910000255/270</p>	
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Introduction

Effective research writing refers to the ability to communicate research findings, theories, methodologies, and insights clearly, logically, and persuasively in written form. It involves presenting complex ideas in a structured manner that is accessible to the intended audience, typically within the academic or scientific community

Course Objectives:

1. It aims to advance the body of knowledge within a particular field or discipline by presenting new findings, theories, methodologies
2. It uses clear language, logical structure, and appropriate formatting to facilitate understanding and readability for both specialized and non-specialized audiences
3. It facilitates exchange of ideas, encourages collaboration among researchers, and fosters intellectual debate and advancement.
4. Effective research writing demonstrates the rigor and reliability of the research methods employed
5. It includes presenting empirical data, theoretical insights, and analytical interpretations in a coherent and understandable manner.

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**Aurora's PG College
(MBA)**

Panjagutta, Hyderabad-082

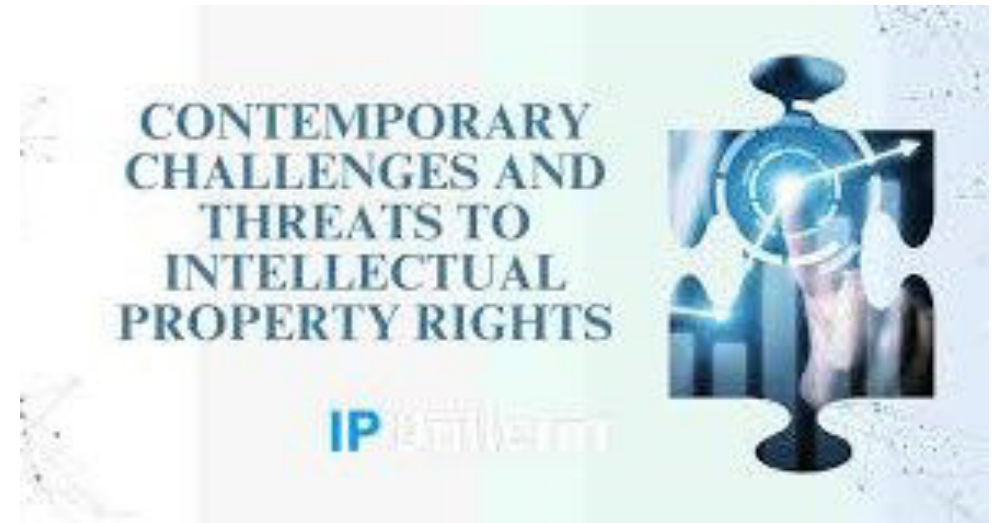


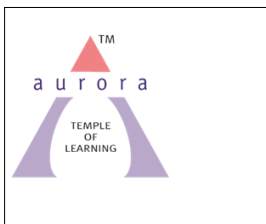

A Seminar
On
Challenges in the domain of IPR

PROGRAM SCHEDULE

26/05/2022 9.30AM to 12.30 PM

Date: 26/05/2022



	<p>Department of IPR CELL Aurora's PG College(MBA) Panjagutta, Hyderabad-500 082 Contact No.: 910000255/270</p>	
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Venue
Seminar Hall

Organised by:

Department of IPR Cell
Contact No.: 910000255/910000270

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Introduction

The domain of Intellectual Property Rights (IPR) encompasses various legal protections granted to creators and inventors to safeguard their intellectual creations. These rights are essential for promoting innovation and creativity by providing exclusive rights to use and commercialize their inventions and creations.

Course Objectives:

1. To increase awareness about the importance and scope of Intellectual Property Rights (IPR) among participants.
2. To educate students on the fundamental concepts, types, and functions of IPR.
3. To provide an in-depth understanding of the national and international legal frameworks governing IPR.
4. To discuss recent changes and updates in IPR laws and regulations.
5. To identify and analyze the current challenges and issues faced in the field of IPR. .

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**Aurora's PG College
(MBA)
Panjagutta, Hyderabad-082.**

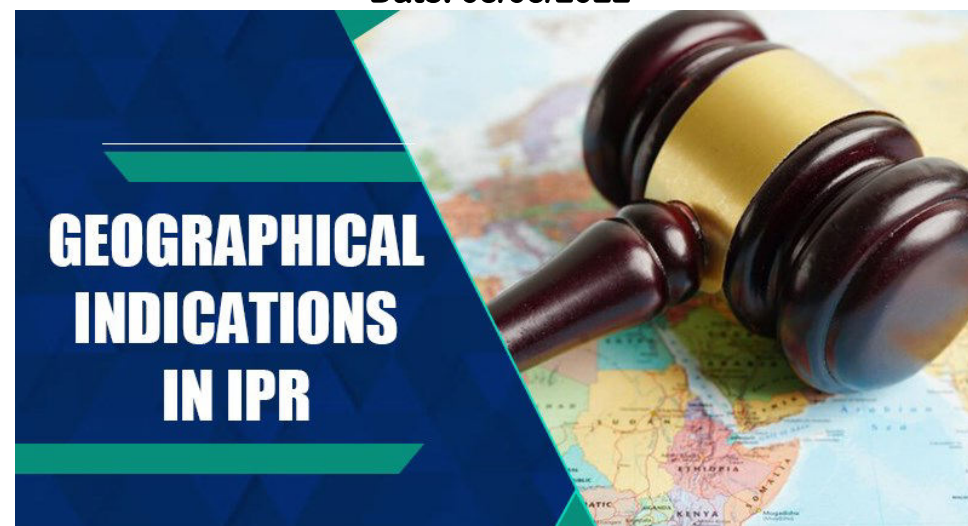


A
Seminar
On
IPR– Geographical Indicators

PROGRAM SCHEDULE

05/03/2022 9.30AM to 12.30 PM

Date: 05/03/2022



	<p>Department of IPR CELL Aurora's PG College(MBA) Panjagutta, Hyderabad-500 082 Contact No.: 910000255/270</p>	
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Venue
Seminar Hall

Organised by:

**Department of IPR Cell
Contact No.: 910000255/910000270**

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Introduction

Geographical Indication (GI) is a sign used on a product that originates from a specific geographical location. The product must possess reputation and qualities of the place of origin. GI are generally registered on products produced by rural, marginal and indigenous communities over generations that have garnered massive reputation at the international and national level due to some of its unique qualities. GI tag gives the right to only those registered users the right to use the product name, and prevents others from using the product name that does not meet the standards prescribed.

Course Objectives:

1. To protect the reputation and distinctiveness of products closely linked to their geographical origin
2. promote fair trade practices by preventing misuse or imitation of well-known products from specific regions
3. To identity of regions and communities by celebrating and promoting local traditions, craftsmanship, and historical heritage associated with specific products.
4. To associating certain products with specific geographical origins known for their unique qualities or production methods,
5. To require adherence to specific production methods or use of local resources, which can promote sustainable practices and biodiversity conservation

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**Aurora's PG College
(MBA)
Panjagutta, Hyderabad-082.**



*A Seminar
On
Mergers and Acquisitions in startup space*

PROGRAM SCHEDULE

09/02/2022 9.30AM to 12.30 PM

Date: 09/02/2022



	<p>Department of ED CELL Aurora's PG College(MBA) Panjagutta, Hyderabad-500 082 Contact No.: 910000255/270</p>
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**Organised by:
Department of ED Cell
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Introduction

Mergers and acquisitions (M&A) in the startup space are strategic moves aimed at achieving various objectives that can significantly impact both the acquiring company and the startup

Course Objectives:

- 1. Market Expansion:** Acquiring startups can help companies enter new markets or expand their presence in existing ones, providing access to new customer bases and geographical regions.
- 2. Talent Acquisition:** Startups often possess highly skilled and innovative teams. M&A can be a strategy to acquire talented employees who can drive innovation and growth.
- 3. Technology and Intellectual Property:** Startups frequently develop cutting-edge technologies and possess valuable intellectual property. Acquiring these assets can enhance the acquirer's technological capabilities and competitive advantage.
- 4. Product Diversification:** M&A allows companies to diversify their product or service offerings by integrating the startup's solutions into their portfolio, thereby catering to a broader range of customer needs.
- 5. Cost Synergies:** Combining operations can lead to cost savings through economies of scale, streamlined processes, and reduced redundancies in areas such as marketing, R&D, and administration.

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**Aurora's PG College
(MBA)
Panjagutta, Hyderabad-082.**



A Seminar
On
Conceptualization of Idea

PROGRAM SCHEDULE

21/3/22 9.30AM to 12.30 PM

Date: 21/3/2022

Concept



Venue
Seminar Hall
Aurora's PG College

Organised by:

Department of ED Cell
Contact No.: 910000255/910000270

	<p>Department of ED CELL Aurora's PG College (MBA) Panjagutta, Hyderabad-500 082 Contact No.: 910000255/270</p>	
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Introduction

Conceptualizing an idea is a crucial initial step in the journey from imagination to realization. It involves the mental process of forming clear and coherent thoughts about something that doesn't yet exist in tangible form. This process is fundamental in various fields such as science, technology, arts, and business, serving as the bedrock upon which innovation and creativity flourish

Course Objectives:

Clarity and Definition: The primary objective of conceptualization is to define and clarify the idea. This involves clearly articulating the problem or opportunity the idea addresses, as well as outlining its core components and potential outcomes. A well-defined concept helps in communicating the idea effectively to others and ensures a focused approach towards its development.

- **Feasibility Assessment:** Conceptualization aims to assess the feasibility of an idea. This involves evaluating whether the idea is technically, economically, and practically achievable within the given constraints (such as time, resources, and technology). Feasibility assessment helps in identifying potential challenges and risks early on, allowing for adjustments or improvements to the innovation and creativity

Registration Form:

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**Aurora's PG College
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Panjagutta, Hyderabad-082.**



A Seminar
On
Effective Research Writing

PROGRAM SCHEDULE

18-01-2022 9.30AM to 12.30 PM

Date: 18/01/2022



Venue
Seminar Hall
Aurora's PG College

Organised by:

Department of R & D Cell
Contact No.: 910000255/910000270

	<p>Department of R & D CELL Aurora's PG College(MBA) Panjagutta, Hyderabad-500 082 Contact No.: 910000255/270</p>	
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Introduction

Effective research writing is a crucial skill that allows researchers to communicate their findings clearly and persuasively to their audience. Whether you are writing a scientific paper, thesis, or research proposal, certain key elements contribute to making your writing effective and impactful.

Course Objectives:

- 1 Communication of Findings
- 2 **Contribution to Knowledge:**
- 3 **Validation of Research Methods:**
- 4 Critical Thinking and Analysis
- 5 Building Academic Reputation



Aurora's PG College (MBA) Panjagutta, Hyderabad-082.



A National Level FDP on Upgrading Teaching and Research Skills in Management through Emerging Technologies



**Organised by:
Department of ED Cell
Contact No.: 910000255/910000270**

Event Overview: The National Level Faculty Development Program (FDP) aims to enhance the teaching and research skills of faculty members in the field of management by leveraging emerging technologies. This program is designed to equip educators with the latest tools, methodologies, and best practices to improve their academic and research capabilities.

Objectives:

Enhance Teaching Skills:

- Introduce innovative teaching methodologies and technologies.
- Demonstrate the use of digital tools and platforms to create engaging and interactive learning environments.
- Explore the integration of AI, VR, AR, and other emerging technologies in the classroom.
 - **Strengthen Research Skills:**
- Provide training on advanced research methodologies and analytical tools.
- Discuss the impact of big data and machine learning on management research.
- Offer guidance on publishing in high-impact journals and securing research grants.
 - **Foster Collaboration:**
- Encourage networking and collaboration among faculty members from different institutions.
- Facilitate the exchange of ideas and experiences related to teaching and research.
 - **Promote Continuous Learning:**
- Emphasize the importance of lifelong learning and professional development.
- Provide resources and strategies for keeping up with the latest trends in management and technology.

Key Topics:

- Innovative Teaching Techniques in Management Education
- Integrating AI and Machine Learning in Management Research
- Utilizing Big Data Analytics for Business Insights
- Virtual and Augmented Reality in the Classroom
- Digital Transformation in Higher Education
- Ethical Considerations in Emerging Technologies
- Writing and Publishing High-Impact Research Papers
- Securing Research Funding and Grants

Registration Form:

Name (IN CAPITAL LETTER).....

Name of the Course.....

Address:.....

Phone:.....

PROGRAM SCHEDULE

19/05/2022	9.30AM to 12.30 PM
20/05/2022	9.30AM to 12.30 PM
21/05/2022	9.30AM to 12.30 PM
22/05/2022	9.30AM to 12.30 PM
23/05/2022	9.30AM to 12.30 PM



Department of ED CELL
Aurora's PG College(MBA)
Panjagutta, Hyderabad-500 082
Contact No.: 910000255/270



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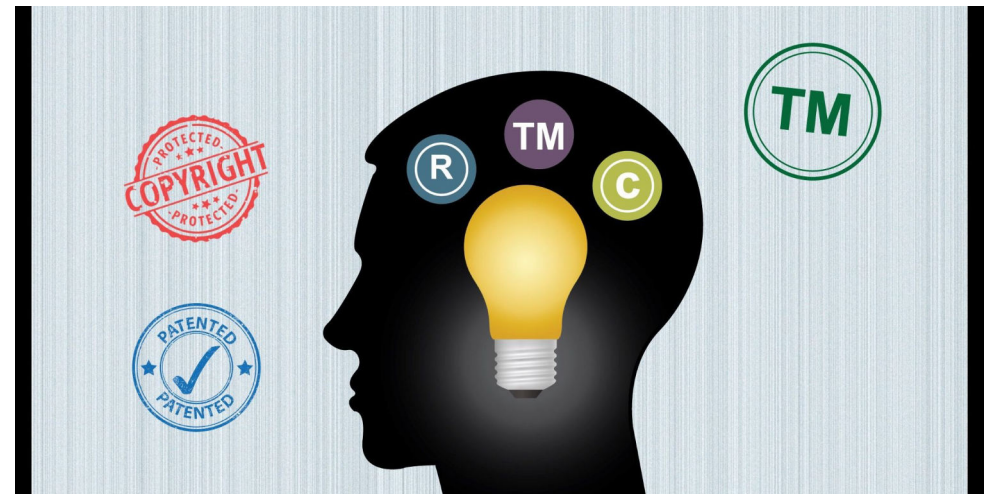
Aurora's PG College (MBA)
Panjagutta, Hyderabad-082.

A Seminar
On
Intellectual property rights

PROGRAM SCHEDULE

04-03-2023 9.30AM to 12.30 PM

Date: 23/03/2022



Venue
Seminar Hall
Aurora's PG College

Organised by:

Department of IPR Cell
Contact No.: 910000255/910000270

	<p>Department of IPR CELL Aurora's PG College (MBA) Panjagutta, Hyderabad-500 082 Contact No.: 910000255/ 270</p>	
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Introduction

Intellectual Property rights mean providing property rights through patents, copyrights and trademarks. Holders of intellectual property rights have a monopoly on the usage of property or items for a specified time period. The term intellectual property began to be used in the 19th Century. Only in the 20th century did it become part of the world's legal systems.

Course Objectives:

1. Ensure that intellectual property (IP) assets such as inventions, trademarks, copyrights, and designs are legally protected
2. Encourage innovation and creativity within the organization by providing incentives and protections for new ideas and inventions.
3. Mitigate risks associated with intellectual property, such as the potential for infringement claims or loss
4. Encourage innovation and creativity within the organization by providing incentives and protections for new ideas and inventions.
5. Ensure that all activities related to intellectual property are conducted in compliance with relevant laws .

Registration Form:

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Aurora's PG College (MBA)
Panjagutta, Hyderabad-082.



A
Seminar
On
Social Entrepreneuership and Managerial Skills

PROGRAM SCHEDULE

03/03/2022 9.30AM to 12.30 PM

Date: 03/03/2022



Venue
Seminar Hall

Organised by:

Department of ED Cell
Contact No.: 910000255/910000270

	<p>Department of ED CELL Aurora's PG College(MBA) Panjagutta, Hyderabad-500 082 Contact No.: 910000255/270</p>	
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Introduction

Social entrepreneurship involves applying entrepreneurial principles and practices to solve social problems and create positive societal change. Managerial skills, in the context of social entrepreneurship, refer to the capabilities and competencies required to effectively lead and manage social enterprises. Social entrepreneurs often prioritize social or environmental impact over financial profit, although sustainable business models are typically employed to ensure long-term viability.

Course Objectives:

1. It aims to tackle pressing social problems such as poverty, inequality, environmental degradation, access to education and healthcare
2. It providing opportunities, resources, and support to enhance their socio-economic condition.
3. to promote fairness, equity, and social justice by challenging systemic barriers and advocating for policies that benefit disadvantaged populations
4. Develop and implement strategic plans that align organizational goals with social impact objectives

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Aurora's PG College (MBA)
Panjagutta, Hyderabad-082.



A Seminar
On
Research Design Methodology

PROGRAM SCHEDULE

5/10/2021 9.30AM to 12.30 PM

Date: 5/10/2021



Venue
Seminar Hall
Aurora's PG College

Organised by:

Department of R& D Cell
Contact No.: 910000255/910000270

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Introduction

Research design methodology is the blueprint or plan that outlines how scientific research is to be conducted. It serves as a framework that guides the entire research process, from formulating research questions to drawing conclusions. This methodology not only ensures the reliability and validity of the research findings but also determines the scope and limitations of the study.

Course Objectives:

- 1 **To Clearly Define Research Goals:**
- 2 To Ensure Research Validity and Reliability
- 3 To Guide Data Collection
- 4 To Minimize Bias
- 5 **To Enhance Generalizability:**

Registration Form:

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**Aurora's PG College
(MBA)
Punjagutta, Hyderabad-82.**



**A
Seminar
on
Elevator's Pitch of Entrepreneurship**



PROGRAM SCHEDULE

20-06-2020 to 20-6-2020

9.30AM to 12.30 PM

Date: 25-01-2023



 **Department of ED CELL
Aurora's PG College (MBA)
Punjagutta, Hyderabad-500 082
Contact No.: 910000255/910000270** 

**Venue
Seminar Hall
Aurora's PG College**

**Organised by:
Department of ED Cell
Contact No.: 910000255/910000270**

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Introduction

Elevator's Pitch of Entrepreneurship refers to the expansion and development of entrepreneurial activities within an economy or a specific region. It encompasses the increase in the number of new ventures, their scale, their impact on economic growth, and their contribution to innovation and job creation.

Entrepreneurship is crucial for economic development as it drives innovation, introduces new technologies and processes, and creates employment opportunities. When entrepreneurship grows, it typically leads to a more dynamic and competitive business environment, which can stimulate overall economic growth.

Course Objectives:

1. Conceptual Understanding of Elevator Pitches
2. Crafting Clear and Compelling Pitches
3. Interactive Practice and Constructive Feedback
4. Adapting Pitches to Target Audiences
5. Building Confidence in Pitching Skills

Registration Form:

Name (IN CAPITAL LETTER).....

Name of the Course.....

Address:.....

Phone:.....



**Aurora's PG College
(MBA)
Punjagutta, Hyderabad-82.**



A
Webinar
On
"Future Manager"

PROGRAM SCHEDULE

17/04/2021 9.30AM to 12.30 PM

Date: 17/04/2021



Venue
Seminar Hall

Organised by:

Department of R & D Cell
Contact No.: 910000255/910000270



Department of R & D CELL
Aurora's PG College (MBA)
Punjagutta, Hyderabad-500 082
Contact No.: 910000255/910000270



About Aurora College

Aurora Group was established in the year 1989. The name 'Aurora' was derived from the Latin word 'Aurora Borealis', the famous northern lights, meaning Sun God. The name has been chosen as it synthesizes the Indian and Western tradition of representing the sun as a symbol of knowledge and power. Education is a penance for knowledge and Aurora treats it thus. Today it has scaled up to one of the prominent hubs of management education in Hyderabad. Aurora secures many top university ranks every year. Academic Excellence is achieved and strengthened through Interactive Teaching Learning methods. Various Extracurricular and Co-curricular activities contribute to the holistic development of the students. It has state-of-the-art infrastructure and facilities.

Efficient faculty who are extremely resourceful and multifaceted are an asset of this institution. Our students have made their presence felt by their excellent placement record by getting placed in top-notch companies in India and abroad

Introduction

Future managers are not merely administrators but visionary leaders who adeptly navigate complexity, embrace change, and champion diversity. Your journey will involve honing essential skills such as effective communication, decision-making under uncertainty, and cultivating a collaborative work environment where each team member thrives .

Course Objectives:

1. Implementing efficient processes and systems to optimize resource allocation, minimize waste, and improve productivity across departments.
2. Promoting a culture of creativity and innovation within the organization to stay competitive, adapt to market changes, and capitalize on emerging opportunities.
3. Managing budgets effectively, monitoring financial performance, and making strategic decisions that contribute to profitability and long-term financial health.
4. Providing opportunities for learning, training, and skill development
5. Engaging in self-assessment, seeking feedback, and actively working on personal development

Registration Form:

Name (IN CAPITAL LETTER).....

Name of the Course.....

Address:.....

Phone:.....



**Aurora's PG College
(MBA)
Panjagutta, Hyderabad-82.**



A Seminar
On
Elevator's Pitch of Entrepreneurship

PROGRAM SCHEDULE

04-05-2023 9.30AM to 12.30 PM

Date: 20/06/2020



Venue
Seminar Hall
Aurora's PG College

Organised by:

Department of R & D Cell
Contact No.: 910000255/910000270



Department of R & D CELL
Aurora's PG College (MBA)
Punjagutta, Hyderabad-500 082
Contact No.: 910000255/910000270



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Introduction

An elevator pitch is a concise, compelling presentation that explains your business idea, product, or service in the time it takes to ride an elevator, typically 30 seconds to 2 minutes. This seminar on the Elevator Pitch of Entrepreneurship is designed to help aspiring entrepreneurs and business professionals craft and deliver impactful elevator pitches. Through expert insights, interactive exercises, and real-world examples, participants will learn how to effectively communicate their ideas, capture attention, and persuade potential investors, partners, or clients.

Course Objectives:

- **Understand the Importance of an Elevator Pitch:**
 - Explain the role of an elevator pitch in entrepreneurship and business development.
 - Highlight scenarios where a well-crafted elevator pitch can make a difference.
- **Crafting a Compelling Elevator Pitch:**
 - Teach the key components of a successful elevator pitch: problem statement, solution, unique value proposition, and call to action.
 - Provide guidelines on how to tailor the pitch to different audiences and situations.
- **Effective Communication Techniques:**
 - Discuss verbal and non-verbal communication skills.
 - Emphasize the importance of clarity, brevity, and engaging storytelling.
- **Overcoming Common Challenges:**
 - Address common pitfalls and challenges in delivering an elevator pitch.
 - Provide strategies for managing nerves and building confidence.

Registration Form:

Name (IN CAPITAL LETTER).....

Name of the Course.....

Address:.....

Phone:.....



**Aurora's PG College
(MBA)
Punjagutta, Hyderabad-82.**



A
Workshop
On
Research Methodology

PROGRAM SCHEDULE

09-08-2020 to 11-08-2020

9.30AM to 12.30 PM

Date: 09-08-2020 to 11-08-2020



Venue
Seminar Hall
Aurora's PG College

Organised by:

Department of R& D Cell
Contact No.: 910000255/ 910000270

	<p>Department of RDM CELL Aurora's PG College (MBA) Punjagutta, Hyderabad-500 082 Contact No.: 910000255/910000270</p>	
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Introduction

Research methodology is the blueprint or plan that outlines how scientific research is to be conducted. It serves as a framework that guides the entire research process, from formulating research questions to drawing conclusions. This methodology not only ensures the reliability and validity of the research findings but also determines the scope and limitations of the study.

Course Objectives:

1. Understand research methods comprehensively.
2. Master data collection techniques.
3. Learn rigorous data analysis methods.
4. Apply research skills effectively.
5. Enhance critical thinking abilities.

Registration Form:

Name (IN CAPITAL LETTER).....

Name of the Course.....

Address:.....

Phone:.....



**Aurora's PG College
(MBA)
Punjagutta, Hyderabad-82.**



A
Workshop
On
Framing Research Hypothesis

PROGRAM SCHEDULE

15/11/2020 9.30AM to 12.30 PM
16/11/2020 9.30AM to 12.30 PM


Date: 15/11/2020 to 16/11/2020




Venue
Seminar Hall

Organised by:

Department of Research Methodology Cell
Contact No.: 910000255/ 910000270

 **Department of Research Methodology CELL**
Aurora's PG College (MBA)
Punjagutta, Hyderabad-500 082
Contact No.: 910000255/910000270



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Introduction

A research hypothesis is a statement that proposes a relationship between two or more variables. It is typically formulated based on existing knowledge and serves as a testable prediction about the outcome of an experiment or study.

Course Objectives:

The objectives of the Workshop on Framing Research Hypotheses are to make understand students with essential skills in formulating clear, testable research hypotheses. Students learned the principles of hypothesis construction, understand the significance of hypotheses in guiding research inquiries, and practice applying these skills to develop hypotheses that are relevant, precise, and aligned with their research objectives. The workshop aims to enhance students' ability to design robust research studies and contribute to the advancement of knowledge in their respective fields through well-defined hypotheses. .

Registration Form:

Name (IN CAPITAL LETTER).....

Name of the Course.....

Address:.....

Phone:.....



**Aurora's PG College
(MBA)
Punjagutta, Hyderabad-82.**



A
Seminar
On
Indian Startup Ecosystem

PROGRAM SCHEDULE

17/03/2021 9.30AM to 12.30 PM

Date: 17/03/2021



Venue
Seminar Hall

Organised by:

Department of ED Cell
Contact No.: 910000255/ 910000270

	<p>Department of ED CELL Aurora's PG College (MBA) Punjagutta, Hyderabad-500 082 Contact No.: 910000255/910000270</p>	
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Introduction

India has emerged as one of the world's most dynamic and rapidly growing startup ecosystems. Fueled by a combination of entrepreneurial spirit, technological innovation, and a large market base, the Indian startup scene has attracted significant attention from investors and entrepreneurs globally

Course Objectives:

1. Provide an overview of the current landscape of the Indian startup ecosystem, including its strengths, challenges, and opportunities.
2. To discuss government policies, regulations, and initiatives that impact startups, aiming to a supportive regulatory environment.
3. To facilitate networking among entrepreneurs, investors, mentors, industry experts, and policymakers to promote collaboration, partnership building, and knowledge sharing.

Registration Form:

Name (IN CAPITAL LETTER).....

Name of the Course.....

Address:.....

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**Aurora's PG College
(MBA)
Punjagutta, Hyderabad-82.**



**A
Workshop
on
Entrepreneurship Development**

PROGRAM SCHEDULE

21-08-2020 - 22/08/2020

9.30AM to 12.30 PM

Date: 21-08-2020 - 22/08/2020



**Venue
Seminar Hall
Aurora's PG College**

Organised by:

**Department of ED Cell
Contact No.: 910000255/ 910000270**

	<p>Department of EPE CELL Aurora's PG College (MBA) Punjagutta, Hyderabad-500 082 Contact No.: 910000255/910000270</p>	
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Introduction

Entrepreneurship Development refers to the expansion and development of entrepreneurial activities within an economy or a specific region. It encompasses the increase in the number of new ventures, their scale, their impact on economic growth, and their contribution to innovation and job creation.

Entrepreneurship is crucial for economic development as it drives innovation, introduces new technologies and processes, and creates employment opportunities. When entrepreneurship grows, it typically leads to a more dynamic and competitive business environment, which can stimulate overall economic growth.

Course Objectives:

1 Economic Development

2 job Creation

3 Wealth Creation

4 Flexibility and Autonomy:

Registration Form:

Name (IN CAPITAL LETTER).....

Name of the Course.....

Address:.....

Phone:.....



**Aurora's PG College
(MBA)**

Punjagutta, Hyderabad-82.



A
Seminar
On
Modes of Intellectual Property Protection

PROGRAM SCHEDULE

25/11/2019 9.30AM to 12.30 PM

Date: 25/11/2019



Venue
Seminar Hall

Organised by:

Department of IPR Cell
Contact No.: 910000255/ 910000270

	<p>Department of IPR CELL Aurora's PG College (MBA) Punjagutta, Hyderabad-500 082 Contact No.: 910000255/910000270</p>	
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Introduction

Intellectual Property (IP) protection is critical for safeguarding creations of the mind, such as inventions, literary and artistic works, symbols, names, images, and designs used in commerce. . .

Course Objectives:

1. To educate participants about the various models and types of intellectual property protection available, including patents, trademarks, copyrights, trade secrets, and geographical indications.
2. To provide a comparative analysis of different IP protection models, highlighting their advantages, limitations, and suitability for different types of innovations and industries.
3. To deepen participants' understanding of the legal frameworks and regulatory considerations governing intellectual property protection globally and locally.

Registration Form:

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**Aurora's PG College
(MBA)
Punjagutta, Hyderabad-82.**



A
Seminar
On
Entrepreneurship and IPR

PROGRAM SCHEDULE

21/06/2019

9.30AM to 12.30 PM

Date: 21/06/2019



Venue
Seminar Hall
Aurora's PG College

Organised by:
Department of ED Cell
Contact No.: 910000255/ 910000270

	<p>Department of EPE CELL Aurora's PG College (MBA) Punjagutta, Hyderabad-500 082 Contact No.: 910000255/910000270</p>	
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Introduction

Entrepreneurship growth refers to the expansion and development of entrepreneurial activities within an economy or a specific region. It encompasses the increase in the number of new ventures, their scale, their impact on economic growth, and their contribution to innovation and job creation.

Entrepreneurship is crucial for economic development as it drives innovation, introduces new technologies and processes, and creates employment opportunities. When entrepreneurship grows, it typically leads to a more dynamic and competitive business environment, which can stimulate overall economic growth.

Course Objectives:

1
1 Economic Development

2 job Creation

3 Wealth Creation

4 Flexibility and Autonomy:

Registration Form:

Name (IN CAPITAL LETTER).....

Name of the Course.....

Address:.....

Phone:.....



**Aurora's PG College
(MBA)
Punjagutta, Hyderabad-82.**

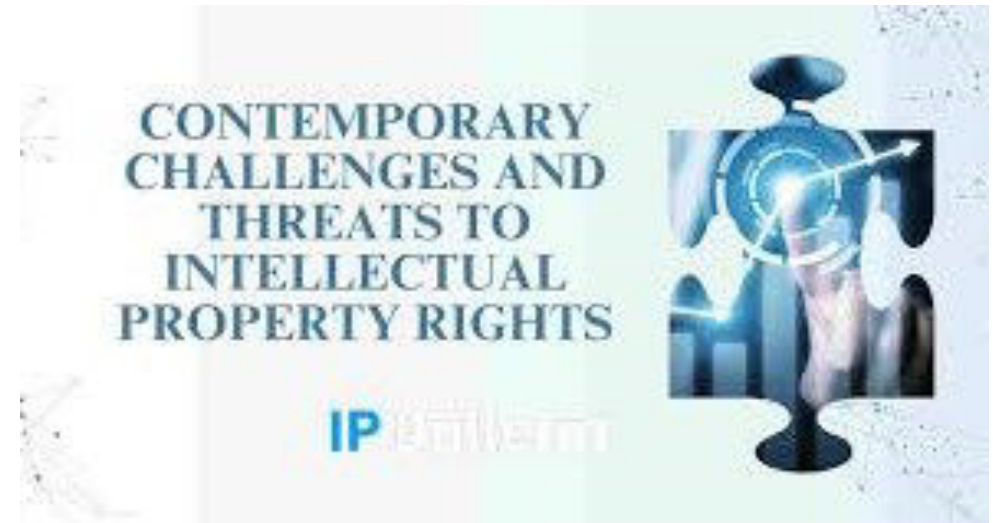


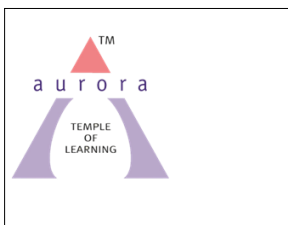

A
Seminar
On
Challenges in the domain of IPR

PROGRAM SCHEDULE

20/02/2020 9.30AM to 12.30 PM

Date: 20/02/2020



	<p>Department of IPR CELL Aurora's PG College (MBA) Punjagutta, Hyderabad-500 082 Contact No.: 910000255/910000270</p>	
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Venue
Seminar Hall

Organised by:

**Department of IPR Cell
Contact No.: 910000255/ 910000270**

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Introduction

The domain of Intellectual Property Rights (IPR) encompasses various legal protections granted to creators and inventors to safeguard their intellectual creations. These rights are essential for promoting innovation and creativity by providing exclusive rights to use and commercialize their inventions and creations.

Course Objectives:

1. To increase awareness about the importance and scope of Intellectual Property Rights (IPR) among participants.
2. To educate students on the fundamental concepts, types, and functions of IPR.
3. To provide an in-depth understanding of the national and international legal frameworks governing IPR.
4. To discuss recent changes and updates in IPR laws and regulations.
5. To identify and analyze the current challenges and issues faced in the field of IPR. .

Registration Form:

Name (IN CAPITAL LETTER).....

Name of the Course.....

Address:.....

Phone:.....



**Aurora's PG College
(MBA)
Punjagutta, Hyderabad-82.**



A
Workshop
On
Research Methodology

PROGRAM SCHEDULE

10-10-2019 to 11-10-2019

9.30AM to 12.30 PM

Date: 10-10-2019 to 11-10-2019



Venue
Seminar Hall
Aurora's PG College

Organised by:

Department of R& D Cell
Contact No.: 910000255/ 910000270

	<p>Department of RDM CELL Aurora's PG College (MBA) Punjagutta, Hyderabad-500 082 Contact No.: 910000255/910000270</p>	
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Introduction

Research methodology is the blueprint or plan that outlines how scientific research is to be conducted. It serves as a framework that guides the entire research process, from formulating research questions to drawing conclusions. This methodology not only ensures the reliability and validity of the research findings but also determines the scope and limitations of the study.

Course Objectives:

1. Understand research methods comprehensively.
2. Master data collection techniques.
3. Learn rigorous data analysis methods.
4. Apply research skills effectively.
5. Enhance critical thinking abilities.

Registration Form:

Name (IN CAPITAL LETTER).....

Name of the Course.....

Address:.....

Phone:.....



**Aurora's PG College (MBA)
Moosarambagh ,Hyderabad-36.**

A
Seminar
on
Entrepreneurship Development Program on
financial products & services

PROGRAM SCHEDULE


25/01/2019 9.30AM to 12.30 PM

Date: 25/01/2019



Venue
Seminar Hall
Aurora's PG College

Organised by:
Department of ED Cell
Contact No.: 910000255/ 910000270

	<p>Department of EPE CELL Aurora's PG College (MBA) <i>Moosarambagh , Hyderabad-500 036.</i> <i>Contact No.: 910000255/910000270</i></p>
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Introduction

The Entrepreneurship Development Program provides a comprehensive introduction to various financial products and services essential for aspiring entrepreneurs. Participants gain insights into diverse banking instruments, including savings accounts, loans, and credit facilities, crucial for managing business finances. The program also covers investment vehicles such as stocks, bonds, and mutual funds, emphasizing strategies for wealth accumulation and risk management.

Furthermore, participants explore insurance options tailored to business needs, understanding how to protect assets and mitigate financial risks. Overall, the program equips entrepreneurs with essential knowledge and practical skills to make informed financial decisions, ensuring sustainable growth and resilience in their ventures.

Course Objectives:

1. Enhance financial literacy among entrepreneurs.
2. Introduce diverse financial product offerings.
3. Foster strategic financial decision-making.
4. Promote risk management awareness.
5. Enable effective wealth accumulation strategies.

Registration Form:

Name (IN CAPITAL LETTER).....

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Address:.....

Phone:.....



Aurora's PG College (MBA)
Moosarambagh ,Hyderabad-36.


A
Workshop
On
Idea Boot Camp.

PROGRAM SCHEDULE

11/07/2018 9.30AM to 12.30 PM

Date: 11/07/2018

**BIG IDEA
BOOTCAMP**



Department of EPE CELL
Aurora's PG College (MBA)
Moosarambagh , Hyderabad-500 036.
Contact No.: 910000255/910000270

Venue
Seminar Hall
Aurora's PG College

Organised by:
Department of ED Cell
Contact No.: 910000255/ 910000270

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Introduction

The Idea Boot Camp workshop is designed to ignite creativity and innovation among participants. Over the course of the workshop, aspiring entrepreneurs and innovators delve into a structured program aimed at refining and validating business ideas. Through interactive sessions and hands-on activities, participants learn essential skills in ideation, feasibility assessment, and prototype development. The workshop culminates in pitch sessions where ideas are presented and refined based on constructive feedback, preparing participants to take their concepts to the next level.

Course Objectives:

1. Stimulate creative idea generation.
2. Validate business concept feasibility.
3. Develop practical prototyping skills.
4. Refine pitching and presentation techniques.
5. Foster entrepreneurial confidence and readiness.

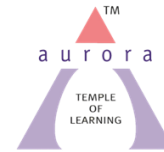
Registration Form:

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Name of the Course.....

Address:.....

Phone:.....



Aurora's PG College (MBA)
Moosarambagh ,Hyderabad-36.

A
Seminar
on
Innovation in Research Methodology

PROGRAM SCHEDULE

3/7/2019 9.30AM to 12.30 PM

Date: 3/7/2019




**Research
& Innovation**

Venue
Seminar Hall
Aurora's PG College

Organised by:

Department of ED Cell
Contact No.: 910000255/910000270

 **Department of ED CELL**
Aurora's PG College (MBA)
Moosarambagh , Hyderabad-500 036.
Contact No.: 910000255/910000270

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Introduction

Innovation in research methodology refers to the development and application of new techniques, tools, processes, and approaches to enhance the quality, efficiency, and impact of research. These innovations can occur across various stages of the research process, from data collection and analysis to dissemination and collaboration.

Course Objectives:

1. To deepen the students' knowledge and understanding of various research methodologies.
2. To introduce new and innovative research methods that can be applied in different fields.
3. To provide hands-on training and practical skills in using new research tools and techniques.
4. To improve participants' ability to design, conduct, and analyze research projects.
5. To encourage critical thinking and problem-solving skills in the context of research.

Registration Form:

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Address:.....

Phone:.....



**Aurora's PG College (MBA)
Moosarambagh ,Hyderabad-36.**


**A
Seminar
On
Entrepreneurship and IPR**

PROGRAM SCHEDULE

19/12/2018 9.30AM to 12.30 PM

Date: 19/12/2018



 **Department of IPR CELL
Aurora's PG College (MBA)
Moosarambagh , Hyderabad-500 036.
Contact No.: 910000255/910000270**

**Venue
Seminar Hall
Aurora's PG College**

**Organised by:
Department of IPR Cell
Contact No.: 910000255/910000270**

About Aurora College

Aurora Group was established in the year 1989. The name 'Aurora' was derived from the Latin word 'Aurora Borealis', the famous northern lights, meaning Sun God. The name has been chosen as it synthesizes the Indian and Western tradition of representing the sun as a symbol of knowledge and power. Education is a penance for knowledge and Aurora treats it thus. Today it has scaled up to one of the prominent hubs of management education in Hyderabad. Aurora secures many top university ranks every year. Academic Excellence is achieved and strengthened through Interactive Teaching Learning methods. Various Extracurricular and Co-curricular activities contribute to the holistic development of the students. It has state-of-the-art infrastructure and facilities.

Efficient faculty who are extremely resourceful and multifaceted are an asset of this institution. Our students have made their presence felt by their excellent placement record by getting placed in top-notch companies in India and abroad

Introduction

Entrepreneurship is the driving force behind economic growth, innovation, and societal progress. Entrepreneurs are the visionaries who identify opportunities, create new products or services, and transform ideas into reality. However, this journey is often fraught with challenges, including the need to protect one's intellectual creations.

Course Objectives:

1. To educate students about the importance of intellectual property rights (IPR) in the context of starting and growing a business.
2. To provide students with a foundational understanding of different types of intellectual property (patents, trademarks, copyrights, trade secrets) and their relevance to entrepreneurial ventures.
3. To help entrepreneurs integrate intellectual property considerations into their overall business strategy and planning from the early stages

Registration Form:

Name (IN CAPITAL LETTER).....

Name of the Course.....

Address:.....

Phone:.....

PROGRAM SCHEDULE

09/08/2018 9.30AM to 12.30 PM



Aurora's PG College (MBA)
Moosarambagh ,Hyderabad-36.


A
Seminar
on
Identifying Intellectual Property Component at Early-
Stage of Innovation

Date: 09/08/2018



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Introduction

"Identifying Intellectual Property Components at the Early Stage of Innovation." In today's fast-paced and competitive landscape, the importance of intellectual property (IP) cannot be overstated. IP serves as the backbone of innovation, providing legal protection for the unique creations and ideas that drive technological advancement and economic growth.

Course Objectives:

1. To educate budding innovators, entrepreneurs, and researchers about the importance of identifying and protecting intellectual property from the outset of the innovation process.
2. To help students understand the different types of intellectual property (patents, trademarks, copyrights, trade secrets) and how they apply to innovations.
3. To teach students how to recognize and evaluate potential intellectual property within their innovations at an early stage.