



# RAJARAJESWARI COLLEGE OF ENGINEERING

Approved by AICTE, New Delhi.  
Affiliated to the Visvesvaraya Technological University, Belagavi



## RAJARAJESWARI COLLEGE OF ENGINEERING

#14, Ramohalli Cross, Kumbalgodu Post, Mysore Road, Bangalore – 560 074.  
Affiliated to VTU, Belagavi, Approved by AICTE, New Delhi and Govt. Of Karnataka



## ONE WEEK ORIENTATION PROGRAM OF MBA & MCA

Date: 14/02/2022 – 19/02/2022

Today's Resource Person

15/02/2022

Morning Session



**Abhishek Kumar MBA(IIMC)**

Marketing Manager  
Apollo Spectra  
Hospital



**Dr. Pethuru Raj**

Chief Architect  
Reliance Jio Pvt Ltd

Afternoon Session



**G.S. Bist**

Assistant Director (Electronics)  
MSME-Development Institute, Hyderabad

**1.Type of Event: Orientation Program for 1<sup>st</sup> years.**

**2.Title on the Event : Innovation in Entrepreneurship and how to use IPR Tools effectively.**

**3. Resource Persons : Mr. G.S. Bist**

**Asst. Director (Electronics),**

**MSME IPR Nodal officer (Telangana),**

**MSME- Development Institute, Hyderabad**

**4.Event Duration:15<sup>st</sup> Feb 2022.(1.30 pm to 3.30pm)**

**5.Venue :APJ Abdul Kalam Hall (RRCE)**

**6. Invitation for : 1<sup>st</sup>Year MBA Students.**

**7. Target Participants : 1<sup>st</sup>Year MBA Students.**

**8. Outcomes of the Program :**

**❖ Student Gain knowledge and understood the following:**

- Provide Knowledge and information and innovation on Entrepreneurship**
- To know the importance and how to use IPR tools effectively.**
- Motivated students in understanding marketing strategies in entrepreneurship.**
- Enhance confidence in students by improving knowledge in macro development.**
- Shared experience about his career and Start-up.**
- Stated about growth in national IP Law's.**
- Provided detail knowledge in current trademarks, Copy rights, patents applicable only for 20 years.**

