



# MAHATMA GANDHI UNIVERSITY

P D Hills P.O. Kottayam, Kerala

Re-accredited by NAAC with A Grade

## FACULTY DEVELOPMENT PROGRAMME-STRIDE- UGC-MHRD

### UNDER THE SCHEME FOR TRANS-DISCIPLINARY RESEARCH FOR INDIA'S DEVELOPING ECONOMY (STRIDE) OF UGC-MHRD

ON

### ENTREPRENEURSHIP SKILL DEVELOPMENT

*Organized by*

**BUSINESS INNOVATION AND INCUBATION CENTRE (BIIC)**

Applications are invited for one week faculty training  
in Entrepreneurship Skill Development

**Last date for online application 19<sup>th</sup> November 2020**



#### COURSE DESCRIPTION

The Faculty Development Programme (FDP) is designed as a webinar series for capacity building, equipping teachers with skills and knowledge that are essential for inculcating entrepreneurial values among students and guiding and monitoring their progress towards entrepreneurial career. After the course the teachers would be able to learn the effective principles.

#### COURSE SUMMARY

Training Mode	Online
Duration	23 <sup>rd</sup> November 2020 to 29 <sup>th</sup> November 2020
Target Group	Teachers of the University schools/centers/ affiliated colleges of MG University
Methods of Assessment	Interaction and participation in online classes; computer based assessment
Course Design and Organiser	Dr. Radhakrishnan EK, Director, Business Innovation and Incubation Centre (BIIC), M.G. University, Email: radhakrishnanek@mgu.ac.in, Mobile: 9847901149
Coordinator	Dr. Abhilash Babu, Director, School of Social Sciences, MG University, Email: abhilashbabu3700@mgu.ac.in, Mobile: 6238852247

## How to apply

All interested faculty members are requested to send application by email to [stride@mgu.ac.in](mailto:stride@mgu.ac.in), Ph: 9847901149

## Registration Fee

Participants are required to remit a registration fee of Rs. 500/- (Five Hundred only) after confirming selection to the workshop

## Certification

On successful completion of the programme, participants will receive certificates, which can be considered for CAS promotion of faculty members

## OUTCOME

The 1-week program will equip the faculty:

- To develop vision, strategy & structure for entrepreneurship development program in educational institutions
- To inculcate entrepreneurial values among the students
- To organize entrepreneurship oriented activities in their institution
- To coordinate entrepreneurial activities in their region

## COURSE STRUCTURE

Day 1		23 <sup>rd</sup> November
Time	Sessions	Presenters
Inaugural Session		
10.00-11.30 am	Industry 4.0	Dr. P.V. Unnikrishnan, Strategic Advisor, K-DISC
2.00-3.30 pm	Start-up Ecosystem- Introduction	Mr. Krishnakumar, Project Coordinator, Kerala Startup Mission
Day 2		24 <sup>th</sup> November
10.00-11.30 am	Entrepreneurial Competencies	Mr. Sivan Ambattu, Entrepreneurship Development Institute of India



2.00-3.30 pm	Principles and Best Practices in Entrepreneurship	<b>Mr. Deepak Balachandran</b> Strategic Advisor, Mission Design
Day 3		25 <sup>th</sup> November
10.00-11.30 am	Innovation Ecosystem Development	<b>Dr. Sherin Sam Jose</b> CEO, Startups Valley TBI, Amal Jyothi College of Engineering, Kanjirappally
2.00-3.30 pm	Start-ups: Problem Solving & Decision Making	<b>M. Fasil</b> Head, Incubation Programs, Kochi, Kerala Startup Mission
Day 4		26 <sup>th</sup> November
10.00-11.30 am	Digital Marketing	<b>Mr. Abdul Latheef</b> Growth Hacker Marketing Unitear.com, Facebook Lead Trainer India Grow Your Business
2.00-3.30 pm	Business Plan- Idea Generation and Preparation	<b>Dr. Deepak S Kumar</b> Indian Institute of Management, Kozhikode
Day 5		27 <sup>th</sup> November
10.00-11.30 am	Social Entrepreneurship	<b>Mr. Vinod,</b> National Trainer, Junior Chamber International
2.00-3.00 pm	Technology Business Incubation Process	<b>Preethi. M</b> Chief Executive Officer TBI, NIT Calicut
3.00-3.30 pm	<i>Panel Discussion &amp; Valedictory Function</i>	
Day 6		27 <sup>th</sup> November
11.00 am-12.00pm	Online Exam	