

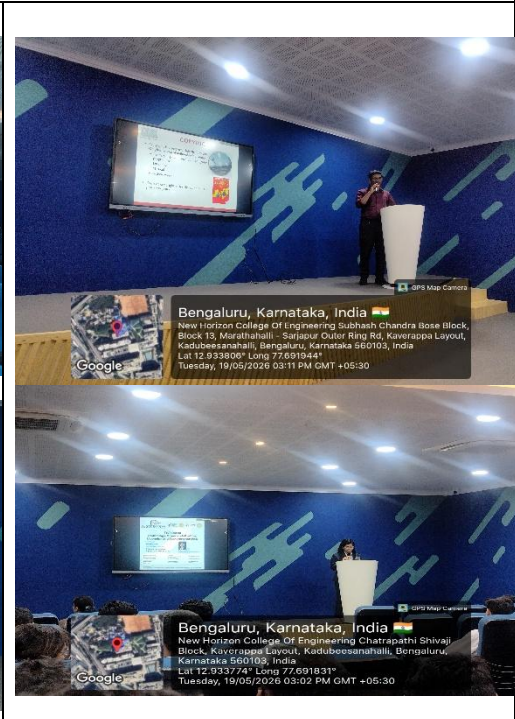
Department of Management Studies

Quarter No	Quarter 3		
Thrust Area	Prototype, Design, Process Development for Business Model / Process/ Services		
Mandatory/Elective	Mandatory		
Social Media Link (Linked in/ Facebook/Instagram/ Twitter)	https://www.linkedin.com/feed/update/urn:li:activity:7464941075686662144		
Video Link (Minimum Five Minutes Video)	-		
Programme Driven by	Department Of Management Studies, R&D in Association with Institution's Innovation Council		
Type of Activity	R&D		
Activity Name	Training on Technology, Commercialisation, Licensing and Transfer Practices		
Programme Type	Expert Talk		
Programme Theme	IPR and Technology Transfer		
Mode of Conduct	Offline	Blended	Online
Time	From: 3:00 pm		To: 5:00 pm
Dates	Starting: 19-05-26		Ending: 19-05-2026
Number of Student Participants	177		
Number of Faculty Participants (As Many)	-		
Number of External Participants	1		
Expenditure Amount, If any	3000		
Remarks	Successfully organised		
Objective (100 words)	The objective of the event is mentioned below –		

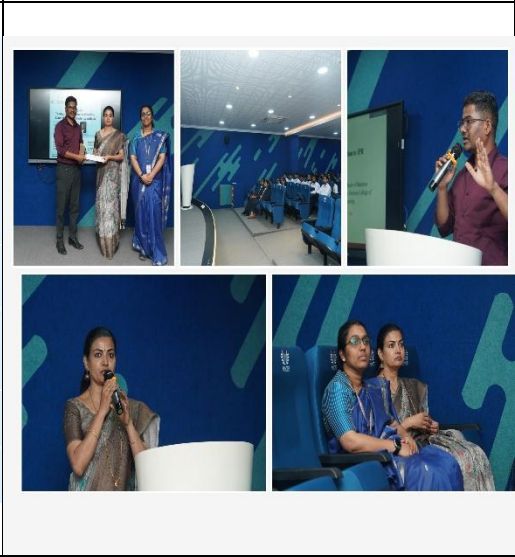
	<ol style="list-style-type: none"> 1. To help MBA students understand the business and managerial aspects of technology commercialisation and innovation management. 2. To develop knowledge about intellectual property rights, licensing models, and technology transfer processes in organisations. 3. To enhance students' skills in identifying market opportunities and converting innovative ideas into profitable business ventures.
<p>Benefit in-terms of learning/skill/knowledge obtained (150 words)</p>	<p>The training on Technology, Commercialisation, Licensing and Transfer Practices provided valuable learning, knowledge enhancement, and skill development for MBA students. Students gained an understanding of how innovative technologies are transformed into commercially successful products and services. The session enhanced knowledge about intellectual property rights, licensing procedures, patents, and technology transfer mechanisms followed in industries and startups. It also helped students understand the importance of market analysis, commercialisation strategies, and industry-academia collaboration in business growth.</p> <p>From a skill development perspective, students improved their analytical thinking, strategic decision-making, negotiation, and problem-solving abilities related to technology management and commercialisation practices. The training also encouraged entrepreneurial thinking and innovation-oriented leadership by exposing students to real-world business applications of technology transfer.</p> <p>Overall, the session bridged the gap between management education and practical industry practices, enabling students to better understand the role of technology and innovation in modern business environments.</p>
<p>Key outputs/ Measurable Parameters (150 words)</p>	<p>The training on Technology, Commercialisation, Licensing and Transfer Practices resulted in several measurable learning outcomes and practical outputs for MBA students. Students demonstrated improved understanding of technology commercialisation processes, intellectual property rights, licensing models, and technology transfer mechanisms through interactive discussions and case-based learning. The session enhanced students' awareness of innovation management and industry practices, enabling them to identify potential business opportunities arising from new technologies.</p> <p>Measurable parameters included active student participation, improved conceptual clarity, increased engagement during discussions, and the ability to analyse commercialisation strategies and licensing practices. Students also developed skills in strategic thinking, negotiation, market evaluation, and decision-making related to technology-driven businesses.</p> <p>The training encouraged entrepreneurial mindset development by helping students understand how innovative ideas can be converted into sustainable business ventures. Overall, the programme contributed to knowledge enhancement,</p>

practical exposure, and managerial skill development, which can support students in entrepreneurship, innovation management, and technology-oriented business roles.

Photograph 1&2



Poster Sample and Collage Photo



Feedback Sample

Attached

Registration/ Attendance

Attached

Sample Certificate (If Any)

NIL

Resource Person Profile Information	Attached
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Signature of R&D Coordinator

Signature of Head of the Department