



Date: 10/06/2019

## REPORT ON Seminar on TRADE SECRETS

A seminar at Regional college of Management Bangalore was held on 10<sup>th</sup> June on “Trade secrets” which comes under **Intellectual property Rights**. Mr Kiran Bindu , an Industry professional took the seminar on the topic for the RCM Bangalore students. He explained that in the fiercely competitive world of business, a company's most valuable assets often lie not in tangible machinery or buildings, but in the intangible realm of intellectual property (IP). Among the various forms of IP protection, trade secrets hold a unique position. Unlike patents, copyrights, or trademarks, trade secrets offer indefinite protection for confidential information that provides a competitive edge. This essay delves into the world of trade secrets, exploring their advantages and disadvantages, legal considerations, and effective management strategies in the modern business landscape.

### What are Trade Secrets?

A trade secret refers to information that is not generally known or readily ascertainable by the public and provides a significant economic advantage to its owner. This information can encompass a wide range of elements, including:

- **Formulas:** The Coca-Cola recipe is a classic example of a formula protected as a trade secret.
- **Processes:** The specific steps involved in manufacturing a unique product or delivering a specialized service.
- **Algorithms:** Complex algorithms used in software development can be considered trade secrets.
- **Customer lists:** Confidential information about a company's customer base can be valuable for competitors.
- **Technical know-how:** Undocumented knowledge and expertise accumulated through experience.

For information to qualify as a trade secret, it must meet two key criteria:

- **Confidentiality:** Reasonable measures must be taken to maintain the secrecy of the information. This includes limiting access to authorized personnel and implementing non-disclosure agreements (NDAs).
- **Economic Value:** The information must provide a demonstrable competitive advantage. This advantage can be derived from cost reduction, improved product quality, or enhanced service efficiency.

### The Advantages of Trade Secrets

Trade secrets offer several advantages compared to other forms of IP protection:

- **Indefinite Protection:** Unlike patents that expire after a set period, trade secrets can be protected indefinitely as long as they are kept confidential. This is particularly valuable for information that remains commercially relevant for an extended period.
- **Lower Costs:** Obtaining and maintaining patents can be expensive, whereas maintaining the secrecy of a trade secret requires implementing reasonable security measures, which are often less costly.
- **Strategic Advantage:** Keeping information confidential allows a company to maintain a competitive edge over rivals who do not possess the same knowledge.
- **Flexibility:** Trade secrets can be used to protect a broader range of information compared to patents, which may have specific requirements for novelty and non-obviousness.





## The Disadvantages of Trade Secrets

Despite their advantages, trade secrets also have some drawbacks:

- **Difficulty of Enforcement:** Proving misappropriation of a trade secret can be challenging, especially when the information is complex or consists of know-how accumulated over time.
- **Vulnerability to Independent Discovery:** If a competitor can independently develop the same information, it loses its trade secret status.
- **Employee Mobility:** The risk of trade secrets being disclosed by departing employees necessitates stringent NDAs and careful management of access to confidential information.
- **Limited Geographical Scope:** Trade secrets are protected by national laws, which can be less robust than international patent systems.

## Legal Considerations for Trade Secrets

The legal framework for protecting trade secrets varies by jurisdiction but generally follows the principles established in the Defend Trade Secrets Act (DTSA) in the United States. These principles include:

- **Reasonable efforts to maintain secrecy:** Companies must demonstrate that they have taken appropriate measures to safeguard their trade secrets.
- **Misappropriation:** To claim misappropriation, the owner must prove that the information was acquired through improper means (e.g., theft, espionage) or that a party in possession of the information breached a confidential relationship (e.g., NDA).
- **Remedies:** Courts can grant injunctions to prevent further misappropriation and award damages to compensate the owner for losses incurred.

## Effective Management of Trade Secrets

Companies can implement several strategies to manage their trade secrets effectively:

- **Identification and Classification:** Clearly identify and classify information as confidential based on its level of importance and potential economic value.
- **Access Controls:** Limit access to confidential information on a "need-to-know" basis and restrict access to secure physical and digital environments.
- **Non-Disclosure Agreements:** Require employees, contractors, and any other parties with access to trade secrets to sign NDAs that clearly define the scope of confidentiality obligations.
- **Employee Education:** Educate employees about the importance of trade secrets and the consequences of their misuse.
- **Regular Reviews:** Periodically review the classification of information and access controls to ensure their effectiveness.

## The Future of Trade Secrets in a Globalized World

With increased globalization and the rise of digital technologies, the management of trade secrets presents new challenges. Companies need to be vigilant about protecting their confidential information from cyber espionage and employee mobility across borders. International collaboration on trade secret enforcement and harmonization of relevant laws will



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Mr Bindu elaborated how the Trade secrets are a powerful tool in the intellectual property landscape, enabling companies to safeguard valuable information and maintain a competitive edge. However, they require careful management and ongoing efforts to maintain secrecy. Understanding the legal framework and implementing robust security measures is crucial to ensure the effectiveness of trade secret protection. Businesses must carefully weigh the advantages and challenges of trade secrets to determine if they are the optimal form of IP protection for their specific needs. By strategically deploying trade secrets alongside other forms of intellectual property, companies can foster innovation and achieve a sustainable competitive advantage in the marketplace.

**RESOURCE PERSON –Prof. Kiran Bindhu. Visiting faculty.**



**Prof. Kiran Bindu is conducting session on Intellectual Property Rights in RCMB on 10<sup>th</sup> June, 2019**

Director

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27	MB181127	BAYIR YOMCHA	p
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30	MB181130	BUSUPALLI ANIL KUMAR REDDY	p
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32	MB181132	DASH MUKESH PARSHURAM	p
33	MB181133	DEEPAK T J	p
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Date: 15/07/2019

## Seminar Report on INDUSTRIAL DESIGNS

A program on Industrial design was held at RCM Bangalore campus on 15<sup>th</sup> July . Dr. Tapan Nayak was the resource person. He described in the realm of **Intellectual property** (IP), where creativity meets commerce, industrial design rights play a vital role. They safeguard the ornamental aspects of an article, the visual features that set a product apart from its functional core. This essay delves into the intricate relationship between industrial designs and IP rights, exploring how these legal mechanisms foster innovation and protect the aesthetic ingenuity behind everyday objects.

Dr Tapan Nayak shared his experience. At its heart, an industrial design refers to the two- or three-dimensional features of an article that appeal to the eye. This encompasses the shape, configuration, pattern, or color, or any combination thereof. Think of the sleek lines of a smartphone, the ergonomic grip of a water bottle, or the intricate pattern adorning a watch face. These are all examples of industrial designs that contribute to a product's marketability and consumer appeal.

The legal protection for industrial designs falls under the umbrella of intellectual property rights. Granting exclusive rights to the design owner incentivizes creativity and investment in product development. This protection discourages imitation and fosters a healthy competitive landscape where companies differentiate themselves through unique and visually appealing designs.

Dr Nayak explains that there are primarily two ways to secure rights over an industrial design: design registration and, in some cases, copyright protection.

- **Design Registration:** This is the most common and robust form of protection for industrial designs. National and international design registration systems exist, allowing designers to obtain exclusive rights for a specified period, typically ranging from 10 to 25 years. To qualify for registration, the design must be new, original, and non-functional. Novelty implies the design is not identical to any known design that has been made publicly available. Originality signifies the design reflects the designer's own intellectual creation and is not a mere commonplace variation. The non-functionality aspect ensures the design protects the ornamental features and not the technical aspects that determine the product's function.
- **Copyright Protection:** While copyright law primarily safeguards literary, artistic, and musical works, in some instances, it can offer limited protection to two-dimensional aspects of an industrial design. For instance, the unique pattern on a rug or the graphic design on a bottle might be eligible for copyright protection. However, copyright protection for industrial designs is generally narrower in scope compared to design registration. It might not cover three-dimensional features or the overall shape of the product.

The benefits of securing industrial design rights are multifaceted. For designers and companies, registration fosters:

- **Market Exclusivity:** It grants the right to prevent others from making, selling, or importing articles that copy the protected design. This allows companies to recoup their design investment and enjoy a competitive advantage.
- **Brand Identity:** A well-designed product fosters brand recognition and consumer loyalty. Protection ensures the brand's unique aesthetic is not easily imitated.





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- **Global Reach:** International design registration systems facilitate protection in multiple countries, enabling designers and companies to tap into broader markets.
- **Licensing Opportunities:** Registered designs can be licensed to other companies, generating additional revenue streams.

However, the legal landscape of industrial designs is not without its complexities. Here are some key considerations:

- **Design Infringement:** Enforcing design rights can be challenging, especially in cases of minor variations or subjective interpretations of originality. Companies must be vigilant in monitoring the market for potential infringements.
- **Term Limits:** Industrial design rights are not perpetual. Once the protection period expires, the design enters the public domain, and anyone can freely utilize it.
- **Regional Differences:** Design registration procedures and protection scope may vary across countries. Companies seeking international protection need to navigate these complexities.

Dr Nayak explained how industrial design rights play a crucial role in the world of intellectual property. They incentivize creativity, foster product differentiation, and safeguard the aesthetic value of everyday objects. By understanding the mechanisms of design registration and the limitations of copyright protection, designers and companies can leverage these legal tools to protect their intellectual property and maximize the commercial potential of their creations. As the world continues to evolve, so too will the legal framework surrounding industrial designs. Staying informed about these developments allows designers and businesses to navigate the intellectual property landscape effectively, ensuring their creations continue to shape the visual landscape of the future.

**RESOURCE PERSON: Dr. Tapan Nayak**



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**Dr. Tapan Nayak, meeting with the Dean of RCMB, while delivering the session on Industrial Design on 15<sup>th</sup> July, 2019.**

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**DATE : 16-08-2019**

## **REPORT ON THE SEMINAR INTELLECTUAL PROPERTY EDUCATION AND AWARENESS**

A seminar was held at RCM Bangalore campus on 16<sup>th</sup> Aug-2019. Mr. C.V.Kamath, an Industrialist took the session for the RCM Bangalore management students. **Intellectual property (IP)** education and awareness play a vital role in fostering a culture of respect for creativity, innovation, and the protection of intellectual property rights. This seminar report explores the importance of IP education, strategies for promoting awareness, and the role of various stakeholders in enhancing IP literacy among creators, innovators, businesses, and the general public.

**Mr Kamath explains the Importance of IP Education:**

- 1. Empowering Creators and Innovators:** IP education equips creators, innovators, and entrepreneurs with the knowledge and skills to understand, protect, and commercialize their intellectual property assets effectively. By educating individuals about the various forms of IP rights, including patents, trademarks, copyrights, and trade secrets, they can make informed decisions about IP protection strategies and maximize the value of their creations.
- 2. Fostering Innovation and Economic Growth:** IP education stimulates innovation by providing individuals and organizations with the tools and incentives to invest in research, development, and creative endeavors. By promoting a strong IP ecosystem that rewards innovation and protects intellectual property rights, countries can attract investment, drive economic growth, and enhance competitiveness in the global marketplace.
- 3. Protecting Cultural Heritage and Traditional Knowledge:** IP education raises awareness of the importance of protecting cultural heritage, traditional knowledge, and indigenous intellectual property rights. By promoting respect for cultural diversity and heritage, IP education helps preserve traditional craftsmanship, folklore, and indigenous cultural expressions, while also addressing issues of misappropriation and exploitation.

**Strategies for Promoting IP Education and Awareness:**

- 1. Integration into Curricula:** Integrating IP education into school curricula at all levels, from primary to tertiary education, helps instill a foundational understanding of intellectual property rights among students. Incorporating IP topics into disciplines such as science, technology, engineering, arts, and mathematics (STEAM) encourages interdisciplinary learning and fosters creativity and innovation.
- 2. Training and Capacity Building:** Providing training programs, workshops, and capacity-building initiatives on IP rights and enforcement helps empower stakeholders, including creators, entrepreneurs, policymakers, and enforcement agencies. Targeted training programs can address specific needs and challenges faced by different sectors, such as the creative industries, technology startups, and small and medium-sized enterprises (SMEs).
- 3. Public Outreach and Awareness Campaigns:** Launching public outreach campaigns, awareness-raising events, and educational initiatives can engage the general public and raise awareness of the importance of intellectual property rights. Leveraging digital platforms, social media, and traditional media channels helps reach diverse audiences and communicate key messages about IP protection, enforcement, and respect for creativity.
- 4. Partnerships and Collaboration:** Collaborating with stakeholders from the public and private sectors, including government agencies, educational institutions, industry associations, and civil society organizations, enhances the impact and reach of IP education initiatives. Public-private





partnerships, multi-stakeholder forums, and collaborative projects facilitate knowledge sharing, resource mobilization, and the development of innovative solutions to address IP-related challenges.

## The Role of Stakeholders:

- Government and Policy Makers:** Governments play a critical role in shaping IP education policies, allocating resources, and establishing regulatory frameworks to promote IP literacy and enforcement. By incorporating IP education into national development agendas and education policies, governments can create an enabling environment for innovation, creativity, and economic growth.
- Educational Institutions:** Schools, universities, and research institutions are key stakeholders in delivering IP education and fostering a culture of innovation among students and researchers. By integrating IP topics into academic curricula, offering specialized courses, and supporting research activities, educational institutions contribute to building a skilled workforce equipped to navigate the complexities of the global knowledge economy.
- Industry and Business Associations:** Industry stakeholders, including businesses, industry associations, and professional organizations, play a vital role in promoting IP education and best practices within their sectors. By investing in employee training, promoting IP awareness campaigns, and supporting IP enforcement efforts, businesses can protect their intellectual property assets and foster a culture of innovation and entrepreneurship.
- Civil Society and Non-Governmental Organizations (NGOs):** Civil society organizations and NGOs play a crucial role in raising awareness of IP issues, advocating for policy reforms, and promoting access to knowledge and innovation for the public good. By engaging in public advocacy, community outreach, and capacity-building activities, civil society organizations contribute to building inclusive and equitable IP ecosystems that benefit society as a whole.

Mr Kamath concluded with saying IP education and awareness are essential for promoting a culture of innovation, fostering creativity, and protecting intellectual property rights in the digital age. By adopting strategic approaches, leveraging partnerships, and engaging diverse stakeholders, countries can strengthen their IP ecosystems, empower creators and innovators, and unlock the full potential of intellectual property for sustainable development and societal progress.

Resource Person: Prof.CV Kamath

Director

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**Prof. C. V. Kamath, in the presence of the President of RCMB, is presenting his session on Intellectual Property Rights to the students of RCMB on 16<sup>th</sup> Aug, 2019.**

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**Date: 11-09-2019**

## SEMINAR REPORT ON SOCIAL ENTREPRENEURSHIP

A seminar was held at RCM Bangalore campus on 11<sup>th</sup> Sept-2019 by Dr. Ernst Vom Kimakowitz MD of HMN Switzerland, took the session for the RCM Bangalore management students on **social Entrepreneurship** which comes under main subject of “**Entrepreneurship**” and awareness play a vital role in fostering a culture of respect for creativity, innovation. The Social Entrepreneurship Seminar aimed to explore the intersection of business and social impact, inspiring participants to harness entrepreneurial principles to address pressing social and environmental challenges. The seminar sought to raise awareness, foster innovation, and provide practical insights into the principles, strategies, and impact of social entrepreneurship.

### Highlights:

- 1. Keynote Address:** The seminar commenced with an inspiring keynote address by a distinguished social entrepreneur or expert in the field of social innovation. The speaker shared personal insights, experiences, and success stories of leveraging entrepreneurial principles to create positive social change. The address highlighted the importance of empathy, sustainability, and community engagement in social entrepreneurship.
- 2. Panel Discussions:** The event featured interactive panel discussions with leading social entrepreneurs, impact investors, policymakers, and nonprofit leaders. Panels explored a wide range of topics, including social innovation, impact measurement, sustainable business models, and the role of technology in driving social change. Panelists shared their experiences, challenges, and strategies for creating scalable and sustainable social impact through entrepreneurship.
- 3. Case Studies and Success Stories:** Participants had the opportunity to learn from real-world examples of successful social enterprises and initiatives. Case studies highlighted innovative business models, creative solutions to social problems, and effective strategies for maximizing impact while ensuring financial sustainability. Success stories inspired participants and provided practical insights into the opportunities and challenges of social entrepreneurship.
- 4. Workshops and Skill-building Sessions:** The seminar included hands-on workshops and skill-building sessions focused on key aspects of social entrepreneurship. Topics included impact assessment, design thinking for social innovation, stakeholder engagement, fundraising strategies for social ventures, and storytelling for social impact. Facilitators provided practical tools, frameworks, and exercises to help participants develop and refine their social entrepreneurial skills and strategies.
- 5. Networking Opportunities:** Networking sessions provided participants with opportunities to connect with fellow social entrepreneurs, impact investors, mentors, and ecosystem supporters. Participants exchanged ideas, formed collaborations, and explored potential partnership opportunities to amplify their social impact and scale their ventures effectively.
- 6. Resource Expo:** The event featured a resource expo showcasing various support services, incubators, accelerators, impact funds, and nonprofit organizations dedicated to supporting social entrepreneurs. Participants had the opportunity to interact with representatives, gather information, and explore resources and opportunities available to advance their social ventures.





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**Conclusion:** The Social Entrepreneurship Seminar provided a dynamic and enriching platform for participants to explore, learn, and collaborate on driving positive social change through entrepreneurship. Through keynote addresses, panel discussions, case studies, workshops, networking sessions, and the resource expo, participants gained valuable insights, inspiration, and resources to pursue social entrepreneurship with impact and purpose. The seminar served as a catalyst for fostering innovation, collaboration, and sustainable development within the social entrepreneurship ecosystem, empowering participants to create meaningful change in their communities and beyond.

**RESOURCE PERSON : Dr Ernst Vom Kimakowitz**



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**Dr. Earnst Von Kimakowitz is in the process of conducting the seminar cum workshop on the topic SOCIAL ENTREPRENEURSHIP, with the students of RCMB on 11<sup>th</sup> Sep, 2019**



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4	MB191104	ANUSHA R	P
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6	MB191106	ARJUN H R	P
7	MB191107	BETHALA RAVI VARMA	P
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24	MB191129	MOHAMMED SYED IRFAN M	AB
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32	MB191137	PARTHO BANERJEE	P
33	MB191138	PASAGADUGULA DURGAPRASAD	AB
34	MB191139	Pavankumar k g	P
35	MB191140	Payal Pandey	P
36	MB191141	Payel Roy	P
37	MB191143	PRAFUL KUMAR K R	P
38	MB191144	Pranati Sangiri	P
39	MB191145	PRIYANKA GUHA ROY	P
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Date: 07-10-2019

## Seminar REPORT on START-UP FUNDING STRATEGIES

A seminar was held at RCM Bangalore campus on 07<sup>th</sup> October-2019. Dr. Satya Ranjan Mandal took the session for the RCM Bangalore management students on start-up funding strategies as part of entrepreneurship and awareness play a vital role in fostering a culture of respect for creativity and innovation. The Startup Funding Strategies Seminar aimed to provide entrepreneurs with insights, tools, and strategies for securing funding to fuel the growth and development of their startups. The seminar explored various sources of funding available to startups, as well as best practices for fundraising, pitching to investors, and negotiating deals.

### Highlights:

- Expert Presentations:** The seminar featured presentations by experienced entrepreneurs, venture capitalists, angel investors, and startup advisors. Speakers shared their expertise and insights into the startup funding landscape, discussing different funding options, investor expectations, and key factors influencing investment decisions.
- Types of Funding:** Participants gained an understanding of the various types of funding available to startups, including bootstrapping, angel investment, venture capital, crowdfunding, grants, and strategic partnerships. Presentations and discussions highlighted the advantages, disadvantages, and suitability of each funding option based on the stage, industry, and growth trajectory of the startup.
- Pitch Workshops:** Workshops and interactive sessions provided participants with opportunities to refine their pitch decks, hone their presentation skills, and practice pitching their business ideas to potential investors. Experienced mentors and facilitators provided feedback and guidance to help participants craft compelling pitches that resonate with investors and highlight the unique value proposition of their startups.
- Investor Perspectives:** A panel of investors shared their perspectives, preferences, and criteria for evaluating investment opportunities in startups. Panel discussions covered topics such as investment thesis, due diligence process, valuation methodologies, and risk assessment. Participants gained insights into what investors look for in startups and how to position their ventures to attract funding.
- Networking Opportunities:** Networking sessions facilitated connections between entrepreneurs, investors, mentors, and ecosystem supporters. Participants had the opportunity to engage in one-on-one discussions, exchange contact information, and explore potential collaboration opportunities. Networking events provided a platform for startups to pitch their ideas directly to investors and build relationships that could lead to future investment opportunities.
- Case Studies and Success Stories:** The seminar featured case studies and success stories of startups that successfully raised funding and scaled their businesses. Entrepreneurs shared their fundraising journeys, including challenges faced, lessons learned, and strategies employed to secure investment. Case studies provided inspiration and practical insights into the fundraising process for participants.







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**Conclusion:** The Startup Funding Strategies Seminar provided entrepreneurs with valuable insights, resources, and connections to navigate the complex landscape of startup funding. Through expert presentations, pitch workshops, investor perspectives, networking opportunities, and case studies, participants gained the knowledge and confidence to pursue funding for their startups effectively. The seminar served as a catalyst for empowering entrepreneurs to access the capital needed to fuel innovation, growth, and success in their ventures.

**Resource Person: Dr. Satya Ranjan Mandal**



**Dr. Satya Ranjan Mandal is conducting the session on “Start-Up funding Strategies” with the Students of RCMB on 7<sup>th</sup> Oct, 2019.**

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**DATE :12-11-2019**

## **Seminar REPORT ON EXPLORING INNOVATIVE BUSINESS MODELS**

A seminar was held at RCM Bangalore campus on 12<sup>th</sup> Nov-2019. Dr Wolfgang took the session for the RCM Bangalore management students on **EXPLORING INNOVATIVE BUSINESS MODELS which comes under main subject of “Entrepreneurship”** The Startup Funding Strategies Seminar aimed to provide entrepreneurs with insights, tools, and strategies for securing funding to fuel the growth and development of their startups. This seminar delves into the dynamic landscape of business models, examining traditional frameworks as well as emerging trends and disruptive innovations. Through case studies and theoretical analysis, it explores the fundamental components of business models, their evolution, and the critical role they play in shaping the success of enterprises in today's competitive environment.

**Introduction:** Business models serve as the blueprint for how companies create, deliver, and capture value. In recent years, the rapid pace of technological advancement and shifting consumer preferences have spurred a renaissance in business model innovation. This seminar aims to dissect various business models, highlight successful implementations, and identify key principles that underpin their effectiveness.

**Traditional Business Models:** The seminar begins by examining traditional business models, such as the brick-and-mortar retail model, the subscription model, and the advertising-based model. It explores their strengths, weaknesses, and the challenges they face in the digital age. Case studies of companies like Walmart, Netflix, and Google provide insights into how these models have evolved over time to remain relevant.

**Disruptive Business Models:** The seminar then shifts focus to disruptive business models that have reshaped entire industries. Examples include the sharing economy model pioneered by companies like Uber and Airbnb, the premium model popularized by software companies like Spotify and Dropbox, and the platform model exemplified by Amazon and Alibaba. Through analysis of these disruptive models, attendees gain an understanding of the strategies employed to challenge incumbents and capture market share.

**Innovative Business Models:** Next, the seminar explores innovative business models that leverage emerging technologies and changing consumer behaviors. Topics include block chain-based business models, AI-driven personalized services, and circular economy models focused on sustainability. Case studies of companies like Tesla, Stitch Fix, and Patagonia showcase how innovation in business models can lead to competitive advantage and long-term growth.

**Key Success Factors:** Throughout the seminar, emphasis is placed on identifying key success factors that are common across effective business models. These include customer-centric, agility, scalability, and the ability to harness data and analytics for decision-making. Attendees are encouraged to critically evaluate their own business models and identify areas for improvement based on these principles.

**Conclusion:** In conclusion, this seminar serves as a comprehensive exploration of business models, from traditional frameworks to disruptive innovations. By understanding the fundamental principles and key success factors, companies can adapt and evolve their business models to thrive in an ever-changing business landscape. The seminar encourages attendees to embrace creativity, experimentation, and a willingness to challenge conventional wisdom in pursuit of sustainable growth and competitive advantage.





Resource Person : DR WOLFGANG AMAAN



**Dr. Wolfgang Amaan is conducting his session on “Innovative Business Model” with the students of RCMB on 12<sup>th</sup> November, 2019**

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10	MB191167	Sooraj a v	P
11	MB191166	SNEHA SASMAL	P
12	MB191165	Shreya Mukherjee	P
13	MB191164	Shinde Rashmi Vijayanand	P
14	MB191163	Sheikh Tahesin Tabbasum M RAFIK	P
15	MB191162	SHASHANK G N	P
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24	MB191153	Rumela Chakraborty	AB
25	MB191152	Rohit Gupta	P
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33	MB191144	Pranati Sangiri	P
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35	MB191141	Payel Roy	P

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**DATE :16-12-2019**

## **REPORT ON FINANCIAL MANAGEMENT AND FUNDING STRATEGIES: A COMPREHENSIVE SEMINAR REPORT**

A seminar was held at RCM Bangalore campus as part of “**Entrepreneurship**” on 16<sup>th</sup> Dec-2019. Prof Srivatsan took the session for the RCM Bangalore management students on **Financial management and funding strategies**. Financial management is a critical aspect of every organization's success. It involves planning, organizing, directing, and controlling financial activities to achieve organizational goals efficiently. This seminar report delves into the key principles of financial management and explores various funding strategies that organizations can employ to support their operations and growth.

**Introduction:** Financial management encompasses a wide range of activities, including budgeting, forecasting, cash flow management, and investment decision-making. Effective financial management enables organizations to allocate resources optimally, mitigate risks, and maximize shareholder value. Additionally, securing adequate funding is essential for businesses to support their day-to-day operations, expand into new markets, and invest in innovation.

### **Key Components of Financial Management:**

1. **Financial Planning:** Establishing financial goals and developing strategies to achieve them.
2. **Budgeting:** Allocating resources based on organizational priorities and monitoring expenses to ensure adherence to the budget.
3. **Cash Flow Management:** Managing cash inflows and outflows to maintain liquidity and meet financial obligations.
4. **Risk Management:** Identifying potential risks and implementing strategies to mitigate them, such as insurance or hedging.
5. **Financial Reporting and Analysis:** Communicating financial information to stakeholders and using data analysis to inform decision-making.

### **Funding Strategies:**

1. **Equity Financing:** Issuing shares of stock to investors in exchange for capital, providing ownership stakes in the company.
2. **Debt Financing:** Borrowing funds from creditors, such as banks or bondholders, with the obligation to repay the principal amount plus interest.
3. **Venture Capital and Angel Investors:** Securing investment from venture capitalists or angel investors who provide funding in exchange for equity or convertible debt.
4. **Crowdfunding:** Raising capital from a large number of individuals via online platforms, often in exchange for rewards, equity, or debt.
5. **Grants and Subsidies:** Obtaining non-repayable funds from government agencies, foundations, or other organizations to support specific projects or initiatives.
6. **Bootstrapping:** Funding operations through personal savings, revenue generated from sales, or reinvesting profits back into the business.

### **Case Studies:**

1. **Apple Inc.:** Examining Apple's financial management strategies, including its large cash reserves, debt issuance, and capital allocation decisions.





2. **Start-Up Success Story:** Analyzing the funding journey of a successful start-up, from initial seed funding to subsequent rounds of investment and eventual exit.

**Conclusion:** Financial management is essential for organizations of all sizes and types to thrive in today's competitive business environment. By implementing sound financial practices and exploring diverse funding sources, businesses can enhance their financial stability, fuel growth, and create long-term value for stakeholders. This seminar report provides a comprehensive overview of financial management principles and funding strategies to guide organizations in achieving their financial objectives effectively.

**Resource Person :PROF Srivatsan**



**Professor Srivatsan, is conducting a session on “Financial Management and Funding Strategies” as a part of our Entrepreneurship Orientation Programme in RCMB on 16<sup>th</sup> Dec, 2019.**

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Date: 20-12-2019

## SEMINAR REPORT on LEGAL ASPECTS OF ENTREPRENEURSHIP

A seminar was held at RCM Bangalore campus on 20<sup>th</sup> December, 2019 which comes under main subject “Entrepreneurship” by Dr. Suresh Babu who took the session for the RCM Bangalore management students on Legal Aspects of Entrepreneurship. This Seminar aimed to educate entrepreneurs on the legal considerations and obligations involved in starting and running a business. The seminar explored various legal topics relevant to entrepreneurship, including business structures, intellectual property protection, contracts, employment law, and regulatory compliance.

### Highlights:

- Expert Presentations:** The seminar began with presentations by legal experts, attorneys, and business advisors specializing in entrepreneurship law. Speakers provided an overview of the legal landscape for startups and small businesses, highlighting common legal pitfalls, compliance requirements, and best practices for mitigating legal risks.
- Business Structures:** Participants learned about different business structures, including sole proprietorship, partnerships, limited liability companies (LLCs), and corporations. Presentations covered the advantages, disadvantages, and legal implications of each structure, helping entrepreneurs make informed decisions about the most appropriate structure for their ventures.
- Intellectual Property Protection:** Workshops and discussions focused on intellectual property (IP) protection strategies for startups, including patents, trademarks, copyrights, and trade secrets. Participants learned how to identify and protect their intellectual property assets, navigate the patenting process, and enforce their IP rights against infringement.
- Contracts and Agreements:** The seminar addressed the importance of contracts and agreements in business transactions, partnerships, and collaborations. Participants gained insights into drafting and negotiating contracts, including agreements with suppliers, customers, employees, and investors. Presentations highlighted key clauses, legal requirements, and best practices for creating enforceable contracts that protect the interests of all parties involved.
- Employment Law:** Legal experts provided an overview of employment law principles and regulations relevant to startups and small businesses. Topics included hiring practices, employee contracts, wage and hour laws, discrimination and harassment policies, and termination procedures. Participants learned how to comply with employment laws and create a positive and legally compliant work environment for their employees.
- Regulatory Compliance:** The seminar addressed regulatory compliance requirements for startups, including industry-specific regulations, licensing, permits, and tax obligations. Legal experts provided guidance on navigating regulatory frameworks, obtaining necessary permits, and staying compliant with federal, state, and local laws. Participants learned how to mitigate legal risks and avoid costly penalties associated with non-compliance.







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**Conclusion:** The Legal Aspects of Entrepreneurship Seminar provided entrepreneurs with essential knowledge and resources to navigate the legal complexities of starting and running a business. Through expert presentations, workshops, and discussions, participants gained insights into business structures, intellectual property protection, contracts, employment law, and regulatory compliance. The seminar served as a valuable resource for entrepreneurs to understand their legal rights and obligations, mitigate legal risks, and build a solid legal foundation for their ventures' success.

**Resource person:** Dr. Suresh Babu , Visiting Professor,Chartered Accountant.

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**Resource person:**

**Dr. Suresh Babu**



**Dr. Suresh Babu is conducting the session on Legal Aspect on Entrepreneurship as a part of Entrepreneurship Orientation Programme in RCMB on 20<sup>th</sup> December, 2019.**

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Date: 17/02/2020

## Report On Qualitative Research Approaches, Field Research, Data Collection And Analysis

A seminar was held at RCM Bangalore campus on 17<sup>th</sup> Feb 2020 Prof Amithabha Chatopadhyay took the session for the RCM Bangalore management students as part of "Research Methodology"

Qualitative research encompasses a variety of approaches aimed at understanding human behavior, experiences, and phenomena in depth. This report provides an overview of qualitative research methodologies, focusing on field research, data collection techniques, and analysis methods. Qualitative research is valuable for exploring complex social phenomena, capturing nuances, and generating rich insights that may not be captured through quantitative methods alone.

### 1. Qualitative Research Approaches:

Qualitative research approaches encompass a range of methods, including ethnography, phenomenology, grounded theory, case study, and narrative inquiry, among others. Each approach offers distinct perspectives and techniques for understanding the social world. Ethnography involves immersive fieldwork to explore cultural practices and social interactions within specific communities. Phenomenology focuses on understanding lived experiences and subjective perceptions of individuals. Grounded theory aims to develop theories grounded in empirical data, often through iterative data collection and analysis. Case studies provide detailed examinations of specific cases or phenomena within their real-life context. Narrative inquiry explores the stories and narratives that individuals construct to make sense of their lives and experiences.

### 2. Field Research:

Field research involves conducting studies in naturalistic settings, allowing researchers to observe and interact with participants in their everyday environments. Field research is particularly useful for studying complex social phenomena that cannot be replicated in laboratory settings. It often involves extended periods of immersion in the field, building rapport with participants, and gaining an insider's perspective. Field research methods include participant observation, interviews, focus groups, and document analysis. Researchers must navigate ethical considerations, establish trust and rapport with participants, and maintain reflexivity throughout the research process.

### 3. Data Collection Techniques:

Qualitative research employs various data collection techniques to gather rich and detailed information. Participant observation involves directly observing and participating in the activities of the research setting. Interviews allow researchers to engage in in-depth conversations with participants to explore their perspectives, experiences, and meanings. Focus groups facilitate group discussions among participants, generating insights through interaction and dialogue. Document analysis involves examining written or visual materials relevant to the research topic, such as







archival records, texts, or artifacts. Triangulation, the use of multiple data sources or methods, enhances the credibility and validity of qualitative findings.

#### 4. Data Analysis:

Qualitative data analysis involves systematic processes for organizing, interpreting, and making sense of the collected data. Unlike quantitative analysis, which focuses on numerical data and statistical techniques, qualitative analysis emphasizes identifying patterns, themes, and meanings within textual or visual data. Common approaches to qualitative analysis include thematic analysis, content analysis, narrative analysis, and grounded theory coding techniques. Analysis often involves iterative cycles of data coding, categorization, and interpretation to uncover key insights and develop theoretical explanations. Researchers must maintain transparency, rigor, and reflexivity throughout the analysis process to ensure the trustworthiness and credibility of their findings.

#### Conclusion

Qualitative research approaches, field research, data collection techniques, and analysis methods offer valuable tools for exploring complex social phenomena and generating rich insights into human behavior and experiences. By embracing qualitative methodologies, researchers can uncover nuances, understand perspectives, and contribute to theory development in diverse fields. Effective qualitative research requires careful planning, ethical considerations, reflexivity, and attention to rigor throughout the research process. Ultimately, qualitative research plays a crucial role in advancing knowledge, informing practice, and addressing real-world challenges.

**Resource person: Prof Amithabha Chatopadhyay**

Director



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RESOURCE PERSON

PROF. AMITABHA  
CHATTOPADHYAY



**Prof. Amitabha Chattopadhyay is conducting session on Qualitative Research Approach with the Students of RCMB on 17<sup>th</sup> February, 2020**

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**Date: 23/01/2020**

## **SEMINAR REPORT ON HYPOTHESIS TESTING**

A seminar was held at RCM Bangalore campus on 23<sup>rd</sup> January 2020 Prof Arnab Ganguly took the session for the RCM Bangalore management students on Hypothesis testing which comes under Research methodology.

### **Introduction**

Hypothesis testing is a fundamental statistical technique used to make inferences about populations based on sample data. This report outlines the structure and objectives of a hypothesis testing workshop designed to equip researchers with the knowledge and skills necessary to conduct hypothesis tests effectively. The workshop aims to demystify hypothesis testing concepts, provide practical guidance on hypothesis formulation, hypothesis test selection, and interpretation of results

### **Objectives**

- To understand the fundamentals of hypothesis testing and its role in scientific research.
- To learn the steps involved in hypothesis testing, including hypothesis formulation, selecting appropriate tests, setting significance levels, and interpreting results.
- To explore common hypothesis testing scenarios and the corresponding statistical tests, such as t-tests, chi-square tests, ANOVA, and regression analysis.
- To practice conducting hypothesis tests using statistical software and interpreting output.
- To discuss best practices, common pitfalls, and considerations for hypothesis testing in research studies.
- To foster collaboration and peer learning through interactive exercises, case studies, and group discussions.

### **Module 1:**

Introduction to Hypothesis Testing

Overview of hypothesis testing principles

Null and alternative hypotheses

Types of errors and significance levels

### **Module 2:**

Formulating Hypotheses

Defining research questions and hypotheses





Operationalizing variables

Choosing appropriate statistical tests

## Module 3:

Common Hypothesis Tests

One-sample and two-sample t-tests

Chi-square test for independence

Analysis of Variance (ANOVA)

Regression analysis

## Module 4:

Conducting Hypothesis Tests

Data preparation and assumptions checking

Performing hypothesis tests using statistical software

Interpreting output and drawing conclusions.

## Conclusion

The hypothesis testing workshop provides researchers with essential skills and knowledge to conduct hypothesis tests effectively in their research projects. By understanding the principles of hypothesis testing, selecting appropriate tests, and interpreting results correctly, researchers can make informed decisions, draw valid conclusions, and contribute to evidence-based research in their respective fields. The workshop fosters collaboration, critical thinking, and practical application of statistical inference techniques, empowering researchers to advance knowledge and solve real-world problems through rigorous scientific inquiry.

**Resource person:** Prof Arnab Ganguly

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**Professor Arnab Ganguly is conducting session on Hypothesis Testing with the Students of RCMB on 23<sup>rd</sup> January, 2020.**

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**DATE: 20-02-2020**

## **Seminar REPORT ON MEASUREMENT AND INSTRUMENTATION**

A seminar was held at RCM Bangalore campus on 20<sup>th</sup> February 2020 Dr Shiv Tripathy took the session for

RCM Bangalore management students on **MEASUREMENT AND INSTRUMENTATION**

which is part of **Research Methodology**

Measurement and instrumentation play a crucial role in various fields, including engineering, science, healthcare, and environmental monitoring. This seminar report provides an overview of the principles, techniques, and applications of measurement and instrumentation, highlighting their significance in data acquisition, analysis, and decision-making processes.

### **2. Fundamentals of Measurement**

a. **Definition and Importance:** Measurement refers to the process of quantifying physical quantities, properties, or variables using instruments or devices. Accurate and reliable measurements are essential for understanding natural phenomena, evaluating performance, and making informed decisions.

b. **Units and Standards:** Measurements are expressed in standard units, such as meters, kilograms, seconds, or volts, to ensure consistency and comparability. International standards organizations, such as the International System of Units (SI), establish uniformity in measurement units and definitions.

### **3. Types of Instruments**

a. **Analog Instruments:** Analog instruments provide continuous readings or outputs proportional to the measured quantity. Examples include analog voltmeters, thermometers, and pressure gauges.

b. **Digital Instruments:** Digital instruments convert physical quantities into digital signals or numerical values for display and analysis. Digital multimeters, oscilloscopes, and temperature controllers are common examples of digital instruments.

c. **Sensor Technologies:** Sensors are specialized devices that detect and respond to physical stimuli, converting them into measurable electrical signals. Various sensor technologies, such as thermocouples, photodiodes, and strain gauges, cater to diverse measurement needs.

### **4. Measurement Techniques**

a. **Direct Measurement:** Direct measurement involves directly observing or quantifying a physical quantity using appropriate instruments or sensors. Examples include using a ruler to measure length or a thermometer to measure temperature.

b. **Indirect Measurement:** Indirect measurement relies on mathematical relationships or principles to infer or calculate physical quantities indirectly. Techniques such as differential pressure measurement, strain measurement, and spectroscopy fall under indirect measurement methods.

### **5. Applications of Measurement and Instrumentation**





- a. **Industrial Process Control:** Measurement and instrumentation are integral to monitoring and controlling industrial processes, ensuring product quality, efficiency, and safety. Examples include temperature monitoring in chemical reactors, pressure control in pipelines, and flow measurement in manufacturing operations.
- b. **Biomedical Monitoring:** In healthcare settings, measurement and instrumentation are used for diagnosing medical conditions, monitoring vital signs, and administering treatment. Blood pressure monitors, ECG machines, and pulse oximeters are common biomedical instrumentation devices.
- c. **Environmental Monitoring:** Measurement and instrumentation facilitate environmental monitoring efforts to assess air and water quality, detect pollutants, and monitor climate change indicators. Instruments such as weather stations, air quality sensors, and water quality analyzers aid in environmental monitoring and management.

## 6. Emerging Trends and Technologies

- a. **Internet of Things (IoT):** IoT technologies enable interconnected networks of sensors and devices for real-time data acquisition, analysis, and decision-making across diverse applications, from smart cities to precision agriculture.
- b. **Big Data Analytics:** Big data analytics leverage large volumes of data collected from measurement and instrumentation systems to extract valuable insights, identify patterns, and optimize processes in various domains.

## 7. Conclusion

Measurement and instrumentation are indispensable tools for acquiring, analyzing, and interpreting data in diverse fields. By harnessing the principles and technologies of measurement, researchers, engineers, and practitioners can advance knowledge, improve processes, and address complex challenges facing society

**Resource person: Dr Shiv Tripathy**





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**Dr. Shiv Tripathy is inaugurating the session on Measurement and Instrumentation and delivering with the students on the subject on 20<sup>th</sup> February, 2020.**



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