



RAMA
UNIVERSITY



MANAGEMENT

DEVELOPMENT PROGRAM

Entrepreneurship & VUCA Readiness

22-26 November, 2022



Seminar Hall, Vice Chancellor Secretariat, First Floor, Rama University, Kanpur

Organized By : Faculty of Commerce & Management

ABOUT RAMA UNIVERSITY

Rama University is a renowned name in the world of education. Recognized by UGC, Government of India, the university is fast emerging as one of the largest educational establishments in the country. Involved in imparting world class education, Rama University has shaped more than 10,000 professionals so far and offer more than 100 courses across more than 10 specialized domains. Progressive learning and teaching approach of highly educated and experienced professionals and faculty members lays the foundation of preparing strong and future ready professionals. The University has a proven track record of excellence in placements.

FACULTY OF COMMERCE & MANAGEMENT

The Faculty of Commerce and Management, Rama University is known for its spirit of creativity and innovativeness. Soft skills training, grooming sessions, mock interviews are conducted to prepare the students for placements. Business plan competitions, sessions on start-ups, and frequent visit to incubation centres are carried out to promote entrepreneurship among the students. A team comprising of BBA (Digital Marketing) students won the Smart India Hackathon 2022 recently. For developing the skills of the students FCM has signed significant collaborations with IIT Kanpur, HealthPrax, JARDS, RFI, UNESCO, and BARCLAYS Bank, GTT (London).

FCM offers UG and PG programs including BBA (Digital marketing), B. Com (Hon), MBA (Dual specialization), MBA (Agri Business Management), MBA (Hospital and Healthcare Management), MBA (Pharmaceutical Management), M.Com and PhD programmes in Management and Commerce. It is actively engaged in research activities, promotion of entrepreneurship and start-ups.

ABOUT MANAGEMENT DEVELOPMENT PROGRAM (MDP) ON ENTREPRENEURSHIP AND VUCA READINESS

The new normal in the current business environment is to learn to live with VUCA components. VUCA-prepared businesses will find it easier to navigate through the turmoil and unpredictable business environment. This MDP focuses on uncovering the patterns of entrepreneurial orientation and how specific patterns of decision making process, an essential function, is carried out by entrepreneurs in volatile, uncertain, and ambiguous market situations. The programme aims to present participants with a set of practices and perspectives which could help them in fostering entrepreneurial thinking and behavior.

Objectives :

- Develop an entrepreneurial mindset.
- Help participants explore the personality traits, motivations and behavioral competencies required to be an entrepreneur.
- Develop allied entrepreneurial skills and competencies in leadership, team management and strategic orientation.
- Help participants in practicing and fostering corporate entrepreneurship in their organizations.

Target Audience:

- Students, Young entrepreneurs, Practitioners, Faculty Members, Researchers.

Registration :

Registration Charges: Rs. 200/- Only

Payment Details:

Account Number: 696820110000037

Account Name:

RAMA University, Uttar Pradesh
IFSC: BKID0006968

Bank:

Bank of India, Chaubeypur, Kanpur Nagar.

REGISTRATION LINK:

<https://forms.gle/cLUqB5BPGuBSGjqm9>

Schedule

22nd Nov 2022
10:00 AM to 11:30 AM



Resource Persons

Topic :
Pre- MDP Workshop on "Initiating Start-ups in VUCA Environment"
Prof. (Dr.) Vaishali Dhingra
Dean, Faculty of Commerce & Management,
Rama University, Kanpur

23rd Nov 2022
10:00 AM to 11:00 AM



Key Note Address and Signing of MoU
(Between Rama University and Team)

Topic :
Scope for Entrepreneurship
Prof. (Dr.) Ashok Kumar
Former Professor of IIM,
Indore and, Amity University,
At present, Consultant,
Centre for VUCA Studies

23rd Nov 2022
10:00 AM to 11:00 AM



Key Note Address and Signing of MoU
(Between Rama University and Team)

Topic :
Entrepreneurship
and VUCA
Prof. (Dr.) Manoj Joshi
Director (Centre for VUCA),
Amity Business School,
Lucknow
Author- The VUCA Learner,
SAGE

23rd Nov 2022
10:00 AM to 11:00 AM



Key Note Address and Signing of MoU
(Between Rama University and Team)

Topic :
Interactive session with
the "Youngpreneurs"
Mr. Sanjay Katiyar
Founder, Harmony
Electrical Industries,
Kanpur

24th Nov 2022
10:00 AM to 11:30 AM



Speaker

Topic :
Entrepreneurship-
Need of the Hour"
Prof. (Dr.) Hari Om Sharan
Dean Academic Affairs &
Dean Faculty of Engineering
& Technology, RU

25th Nov 2022
10:00 AM to 11:30 AM



Speaker

Topic :
New Product Development
Prof. (Dr.) Manish Dhingra
Dean, Research &
Development
Rama University, Kanpur

26th Nov 2022
10:00 AM to 1:00 PM



Speaker

Topic :
Interaction cum workshop
for future Professionals &
Entrepreneurs
Mr. Alok Pandey
Founder-CEO
iTech Group

26th Nov 2022

Valedictory Note on
"Entrepreneurship amidst VUCA"

Prof. (Dr.) Vaishali Dhingra
Dean Faculty of Commerce and Management