

YEAR 2020-21

BUSINESS LEADERSHIP WORKSHOP

AIM: To help understanding meaning, ground reality and journey of an entrepreneur

OBJECTIVE: To foster understanding and interest into developing an entrepreneurial mindset and necessary skills

REPORT:

“You have to see failure as the beginning or middle, but never entertain it as the end”- Jessica Herrin

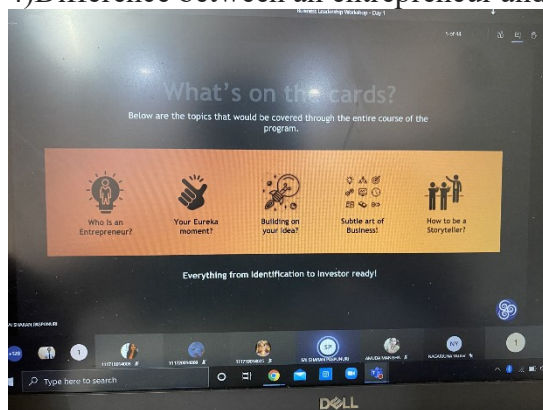
The department of B. com Hons at Loyola Academy in collaboration with Acumen Connect organised an intra-department immersive training simulation titled ” Business Leadership Program” from 25 November 2020-1 December 2020.It gave the students in depth knowledge and insights about being an entrepreneur in the real world scenario.10 students from various other departments were also a part of this.

The workshop comprised of 6 days, 2 hours daily:

DAY1:

The wonderful workshop began with a prayer song in the name of almighty. The Dean of Commerce and BBA, Mrs. Jacqueline kept the audience thinking after her wonderful words of wisdom. It was followed by a very deeply inspiring opening note by the CEO of Acumen Connect, Mr. Nagarjuna. He motivated all the students which kept them engrossed in the session for a very long time. The main agenda for the day comprised of the topics:

- 1) Who is an entrepreneur and what does he do?
- 2)How to generate ideas?
- 3)Entrepreneurial skills
- 4)Difference between an entrepreneur and a businessman

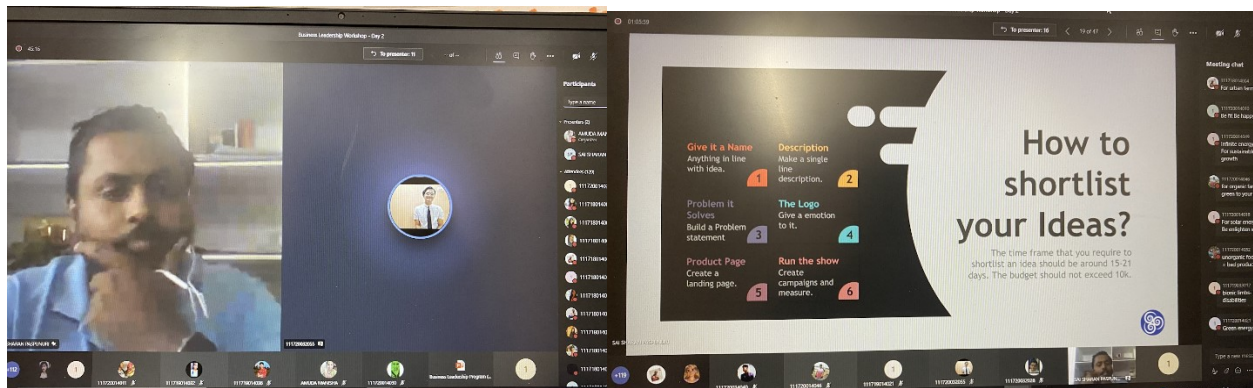




The students were also enlightened with the top 10 skills the 21 century learners must possess which includes analytical thinking, leadership, social influence, critical thinking and many more.

DAY2:

The workshop continued from the topic” How to shortlist ideas?” where the students brainstormed ideas regarding forming a problem statement ,providing a description for the idea generated, designing a logo, landing page etc. It was an extremely interactive session which glued the students to their screens and engage in a dialogue. It taught them one important thing that “Execution matters, but timing might even matter more”, which gave a fresh narrative to all the students attending the workshop.



DAY3:

The third day began with gusto and a lot of dialogue with a recap from the previous sessions which set the tone for the workshop. It began by understanding what a buyer persona is and a methodology to understand and identify them. The main agenda for the day comprised of:

1. Importance of identifying the problem
2. Understanding the customer related to that problem
3. Five rings of buying insights
 - a. Success Factors
 - b. Priority Initiatives
 - c. Perceived Barriers
 - d. Buyer Journey
 - e. Decision Factors

Introduction to Buyer Personas



< 25 of 48

To Presenter

>



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1

It also comprised of the first step of Design Thinking which was - Empathy Mapping, which comprised of 4 quadrants- say, think, feel and does. It truly gave the students a deeper understanding.

Business Leadership Workshop - Day 3

To presenter: 24 | 28 of 48

SAY
What are some quotes and defining words your user said?

Empathy Map

THINK
What might your user be thinking? What does this tell you about his or her beliefs?

DO
What actions and behaviors did you notice?

FEEL
What emotions might your subject be feeling?

Finally, find Needs and Insights of your user. Created by @davidleedtech Info from IDEO (google/wjIQ8K)

SAI SHARAN PASPUNURI

Meeting chat

Unread messages

111720014009 Yesterday 5:14 PM
thank you sir

111719033012 Yesterday 5:14 PM
thank you sir

111720014037 Yesterday 5:14 PM
yes sir

Yesterday 5:15 PM Meeting ended: 2h 52m 22s

Yesterday 5:16 PM Meeting ended: 30s

Yesterday 5:16 PM Meeting ended: 19s

Yesterday 5:17 PM Meeting ended: 19s

Yesterday 5:18 PM Meeting ended: 12s

Yesterday 5:19 PM Meeting ended: 35s

Yesterday 5:21 PM Meeting ended: 18s

Today

AMLIDA MANESHA renamed the meeting to Business Leadership Workshop - Day 3.

1:38 PM Meeting ended: 12s

1:42 PM Meeting ended: 17s

2:01 PM Meeting ended: 13s

Type a new message

DAY4

The day began with yet another insight into the previous days topics. It began with describing the value proposition canvas which is a tool which maps customer value and product fit. This gave a full understanding of how to link the customer and the product offering. This was followed by “Minimum Viable Product “ and its description and then the importance of prioritisation matrix to make informed and well read decisions. It also focused on the TMT framework i.e Trust, Money and time which is about product development.

Business Leadership Workshop - Day 4

54:02 | 38 of 49

PRIORITIZATION MATRIX

SAI SHARAN PASPUNURI

Meeting chat

The meeting chat is muted. Settings

3:35 PM
ok sir understand

4:02 PM
gain skillset, internships, work ex

industry experience and internships

the industry experience through internships

he has to be able to apply theoretical knowledge to practical use

4:11 PM
job sec

financial stability

able to achieve dreams

equipping them with

maybe offer small course

to improve communication, leadership

Type a new message

Lean Canvas

PROBLEM
List your customer's top 3 problems

SOLUTION
Outline a possible solution, research problems

UNIQUE VALUE PROPOSITION
Single, clear, compelling message that turns an unaware visitor into an interested prospect.

UNFAIR ADVANTAGE
Something that you can't be easily copied or bought

EXISTING ALTERNATIVES
List how these problems are solved today

KEY METRICS
List the key numbers that tell you how your business is doing

HIGH-LEVEL CONCEPT
List your X for Y strategy (e.g. YouTube = Pickr for videos)

CHANNELS
List your path to customers

the lean canvas work for validating your startup business model. Today we will focus

Streams

Pause (k) 0:10 / 5:30

Scroll for details

Participants: 111720014046, 111719014025, 111720032055, 111719033012, 111719014019, SAI SHARAN PASPU...

Type here to search

Business Leadership Workshop - Day 4

51:42

Request control

Business Leadership | (47) Minimum Viabl... | Value Proposition C... | Strategizer's Value... | Business Leadership

youtube.com/watch?v=ReM TuqN VPO&feature=emb_logo

Up next

- Designing your Value Proposition by Alex Osterwald... Mind the Product 31K views · 2 years ago
- Mix - Strategizer YouTube
- Most Leaders Don't Even Know the Game They're In | Simon... Simon Sinek 4.3M views · 4 years ago
- A Value Proposition Canvas Example StartupSOS 50K views · 2 years ago
- How To Multiply Your Time | Rory Vaden | TEDxDouglasville TEDx Talks 3.8M views · 5 years ago

Strategyzer's Value Proposition Canvas Explained

761,509 views · Mar 7, 2017

5.9K 97 SHARE SAVE

Participants

Type a name

Presenters (1)

- SAI SHARAN PASPU...

Attendees (118)

- 111720014024
- 111718014001
- 111718014003
- 111718014005
- 111718014006
- 111718014007
- 111718014009
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SAI SHARAN PASPU... | +110

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ENG 28-11

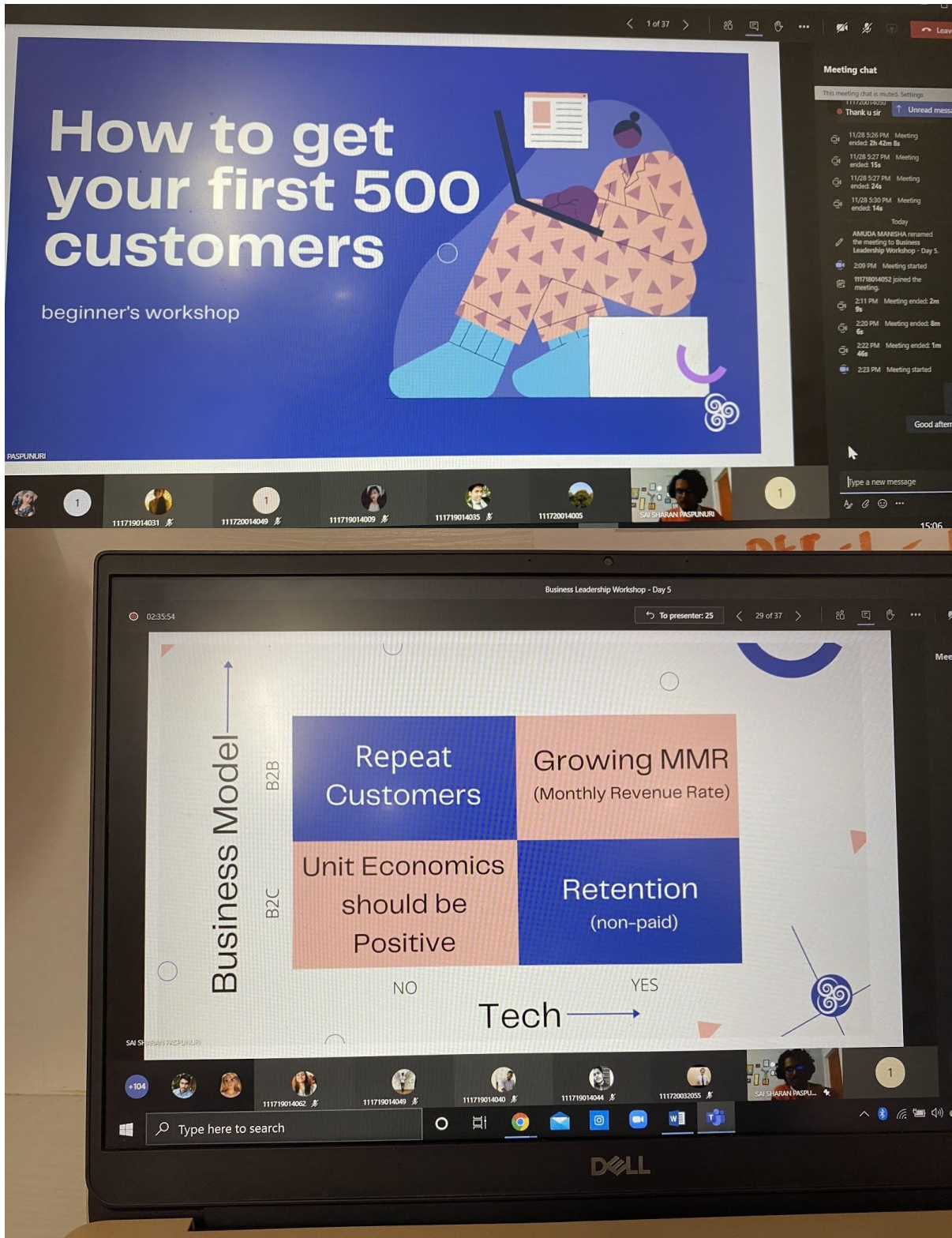
DAY5:

Day 5 was the most interesting module for the students. It began with a guest speaker, Minisha Reddy, a young budding entrepreneur who walked us through her idea of a startup “Fettle:Health Support”. It was a great start to the day because it put into use what the students learned the previous day. The main agenda for the day was” How to get your first 500 customers?” The topics included:

1. Different mechanisms to release your product or service- online, offline, press, community, FOMO, buying influencers.
2. Frameworks around Product Market Fit (PMF)
3. What is pivoting? How and when to pivot, using the revenue growth matrix?

The entire session was filled with Case Study based learning which included examples like Netflix, Snapchat , Dropbox and many more relatable companies where the students could connect and relate. This is the best way for students to help them with information retention.

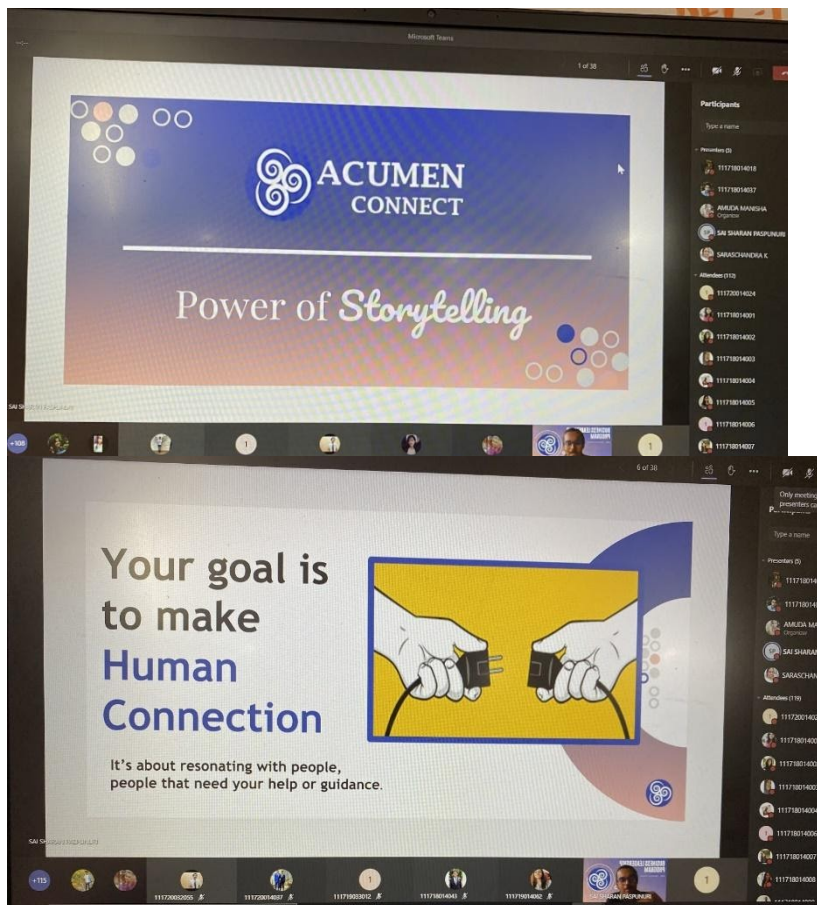




DAY6:

The last day of the workshop was fun filled as usual. The main agenda was “The art of storytelling”. It enlightened the students the importance of stories in the contemporary world. The main topics were:

1. Why do we need storytelling?
2. Understanding business storytelling
3. What do you need to tell a great story?
4. Essential elements of storytelling
5. Storytelling and elevator pitch trick
6. BCP’s of Business Storytelling



The workshop concluded with a Valedictory Ceremony where a few students shared their experience of the workshop and what they liked about it. Mr Nagarjuna also gave a small closing speech which reiterated the fact that there is a lot of gap between the academia and the industry and how one should continuously up-skill to bridge this gap. It concluded with a vote of thanks by Ms. Manisha.

OUTCOME: This Business Leadership Program was a very good learning experience for the 140 plus students. It instilled in them the sense of understanding about the entrepreneurial world.

1. Department of B.Com Hons had organized a guest lecturer on “Soft Skills Development” on 8th December, 2020. The guest lecture was conducted by Mr. Aneesh Kale and was attended by final students of the department.
2. **GUEST LECTURE**
3. **Aim-** To develop practical skills which will help the students grow as an individual as well as a team.



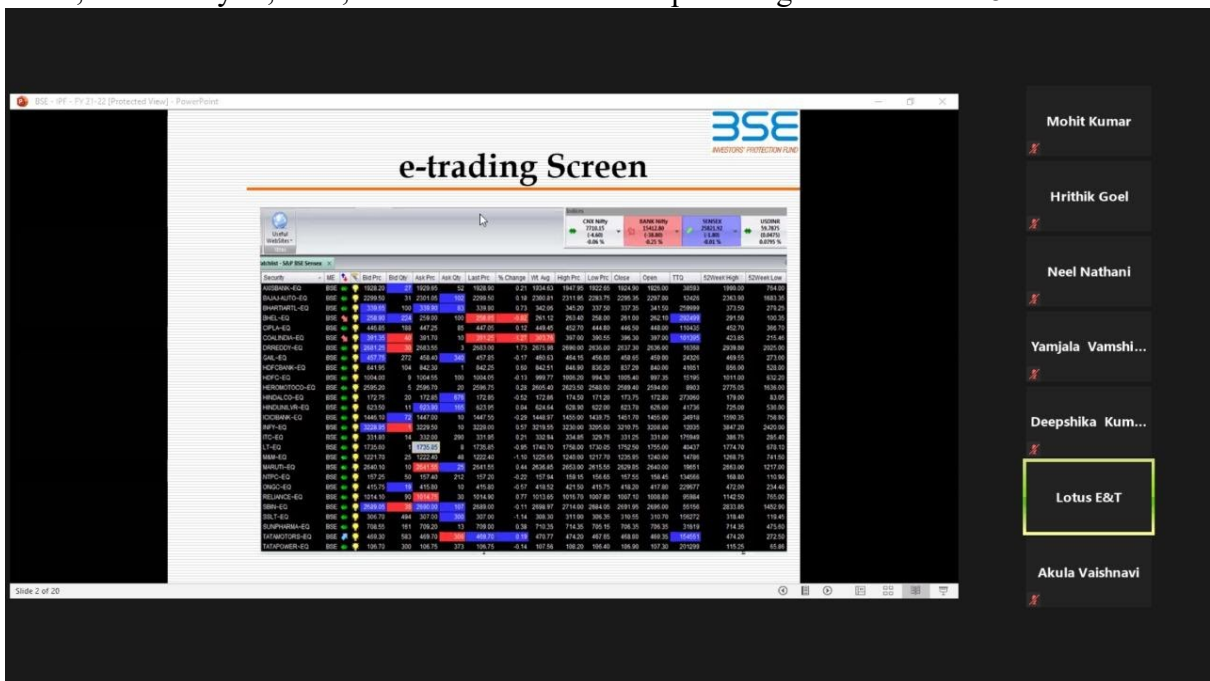
- 4.
5. **Objectives-** To understand the importance of communication, listening and problem solving skills and also focus on building network which would help the students gain extensive knowledge.
6. **Report-** The guest lecture was given by Mr. Aneesh Kale on 8th December 2020 at 10:30am . It was two and a half hours long interactive session. More than learning something new, it was more of a ‘realizing and enhancing the known’ session. Students got the opportunity to share their experiences like travelling, participating in MUN, sports, public speaking etc. All these stories when said and heard gave a sense of contentment and realization that there are abundant opportunities for the students beyond the academics as well. The guest lecture also shared his own story which was though provoking and inspiring. The importance of adaptability and flexibility in the real life as well as the corporate world was also discussed. Mr. Kale lives by the saying “Don’t aspire to make a living, aspire to make a difference”



- 7.
8. **Conclusion-** Overall the session was fulfilling as the students got the opportunity to ask questions and get an insight of how to deal with personal as well as career oriented problems.
4. Department of B.Com Hons had organized a Webinar on “Mutual Funds and Financial Planning” in collaboration with Lotus Knowlwealth Pvt. Ltd. (in association with BSE) on 5th May, 2021.
5. **WEBINAR ON INTRODUCTION TO MUTUAL FUNDS AND FINANCIAL PLANNING**
- 6.
7. **AIM:** To educate students about the mutual funds and financial planning.
8. **OBJECTIVE:** To encourage students to utilise their savings by investing and yielding returns. This webinar gives a head start to them by educating them about it.
9. **REPORT:** On 5th May, 2021, the Dept. of B. Com Honours in collaboration with Lotus Knowlwealth Pvt. Ltd. (in association with BSE) organised a webinar on introduction to mutual funds and financial planning from 01:00PM to 02:15PM. The webinar was conducted by Mr. B Udaya Bhaskara Ganesh who is an MBA and currently pursuing his Ph. D. He has over a decade of work experience across leading financial companies. He is also an avid investor.



10. This webinar was very informative and Mr. Udaya covered several topics like mutual funds, chart analysis, BSE, shares and debt and compounding as the world's 8th wonder.



12. As the inflation raises every single year, to match the expenses there must be a way to multiply your money. Every individual must be a master in financial planning and this was our approach to it. Many students don't invest due to lack of knowledge hence the dept. identified this gap and organised this webinar right from the comfort of our homes. Overall, it was a great learning experience for all the students.

14. **OUTCOME:** The students happy and learnt new concepts about investing in mutual funds and were looking forward to financial planning. Indeed, it was a nice learning session.