



# B.V. Patel Institute of Management UKA TARSADIA UNIVERSITY



Date: 22-11-2022

## Session on “Introduction to Innovation”

Objective: The objectives of the session was to enable the students

- To apply new ideas, methods and way of thinking.
- To develop an Entrepreneurial attitude and thinking

Outcomes: At the end of the session, the students were able to:

- Why innovation is important in the market, what is entrepreneurship; difference between innovation and entrepreneurship etc.

Date	22-11-2022
Time	09:30 am to 11:30 am and 12:30 pm to 14:30 pm
Venue	Mandap
Number of Students	156
Coordinator	Bhavna Patel & Pragya Tripathi
Speakers	Dr. Vijay Gondalia and Ms. Bhavna Patel
Category	Managing Innovation

A session was organized by B. V. Patel Institute of Management, Uka Tarsadia University on 22<sup>nd</sup> November, 2022 from 09:30 am to 11:30 am and 12:30 pm to 14:30 pm at Mandap, for the students of BBA 2<sup>nd</sup> year.

Ms. Bhavna Patel gave elaborated introduction about innovation, creativity, and thinking pattern. She explained the importance of knowledge, skill and experience in the market.

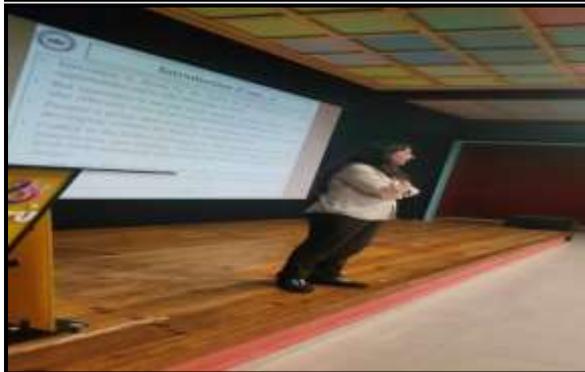
She also explained about entrepreneurship, the difference between innovation and entrepreneurship; importance of innovation; how to generate creative ideas for launch of any product in the market; the impact of innovation in extremely challenging and altering market; stages in product life cycle. A group activity was given by Ms. Bhavna Patel to students in which students had to explain the other uses of any product apart from its regular use.

Afternoon session was taken by Dr. Vijay Gondalia. He gave brief introduction and importance of managing innovation session to the student. A task and assignment was given by Mr. Vijay Gondalia to students to give “How to introduce yourself in very unique way”.

He explained about hidden innovation; developing clarity on difference between innovation and creativity, improvement, transformation and invention, scope and type of innovation.

He further explained how a small change can make a big impact in any business; importance of customer relationship management and how to maintain this, improvement in banking system such as online transaction, money transfer etc. He then explained about four dimensions of innovation space and mapping innovation space; 4P system to understand the innovation. He gave an activity to students regarding sectorial innovation pattern of information.

**Few Glimpses of the Session:**





# B.V. Patel Institute of Management Uka Tarsadia University



Date: 23-11-2022

## Session on “Exploring different aspect of Innovation”

Objective: The objectives of the session was

- To make the students understand about different aspects of the innovation.

Outcomes: At the end of the session, the students were able to:

- Understand the various aspects of the innovations.

Date	23-11-2022
Time	09:30 am to 11:30 am and 12:30 pm to 14:30 pm
Venue	Mandap
Number of Students	156
Coordinator	Bhavna Patel & Pragya Tripathi
Speakers	Ms. Kruti Bhatt and Dr. Trishna Shah
Category	Managing Innovation

A session was organized by B. V. Patel Institute of Management, Uka Tarsadia University on 23<sup>rd</sup> November, 2022 from 09:30 am to 11:30 am and 12:30 pm to 14:30 pm at Mandap, for the students of BBA 2<sup>nd</sup> year.

Ms. Kruti Bhatt gave elaborated introduction about managing innovation. She explained discontinuous incremental radical innovation in detail with examples; various sources of discontinuity; various dimensions of innovation; importance of knowledge in innovation.

Dr. Trishna Shah provide introduction about innovation lifecycle; how innovation changes over a period of time. She further explained various phase of innovation such as fluid phase, transitional phase and specific phase; obstacles during innovation. She showed a video to the students on the subject of “obstacles during innovation”. She gave an activity to students about giving “An introduction of a product; evolution of the product and obstacles phased during manufacturing of the product”.

Afternoon session was taken by Dr. Vijay Gondalia. He gave brief introduction about innovation as a core business process. He explained learning objectives, variation in innovation. He explained that innovation is a map process and the biggest resistance for the innovation is time. He continued to explain about key stages in the core business process; different version of the core process, different version of the process model. He also explained another topic “Variation on a theme”; how to give novelty; what is competitive advantage. He further explained innovation need strategy; the key question about ho-w you manage information.

**Few Glimpses of the Session:**





# B.V. Patel Institute of Management Uka Tarsadia University



Date: 24-11-2022

## Session on “Managing Innovation”

Objective: The objectives of the session was

- To make the students understand about various evolving and contingency models of innovation process.

Outcomes: At the end of the session, the students were able to:

- Understand the various models of the innovations.

Date	24-11-2022
Time	09:30 am to 11:30 am and 12:30 pm to 14:30 pm
Venue	Mandap
Number of Students	156
Coordinator	Bhavna Patel & Pragya Tripathi
Speakers	Dr. Vijay Gondaliya and Pragya Tripathi
Category	Managing Innovation

A session was organized by B. V. Patel Institute of Management, Uka Tarsadia University on 24<sup>th</sup> November, 2022 from 09:30 am to 11:30 am and 12:30 pm to 14:30 pm at Mandap, for the students of BBA 2<sup>nd</sup> year.

Morning session was taken by Dr. Vijay Gondaliya. He gave brief introduction about how we manage innovation. He explained various models, by giving examples of current scenario from industries, such as contingency model, evolving model of the process, technology push. He explained problems of partial model. He further explained how different sectors have different ways of innovation, sector pattern of innovation and different generations of thinking about innovation management. At the end of the session he gave two activities to the students:

Activity-1: “write about what they have learnt from previous sessions.”

Activity-2: “to draw a circle and show their creativity in two minutes”

Afternoon session was taken by Ms. Pragya Tripathi. She explained the various topics such as building and developing routines across core process; learning to manage innovation and successful innovation management. She further explained about how creativity plays an important role in an innovation, difference between innovation and invention, developing innovation capability, dynamic capability and process model of innovation. At the end of the session she gave an activity to the students:

Activity-1: Prepare a creative advertisement of a product through a drawing or through an audio/video format

**Few Glimpses of the Session:**





# B.V. Patel Institute of Management Uka Tarsadia University



Date: 25-11-2022

## Session on “Managing Innovation”

Objective: The objectives of the session was

- To let the students show their talents of making tower by use of newspaper in a creative manner.
- To let the students understand about building innovative organization.

Outcomes: At the end of the session, the students were able to:

- Learn about team building, leadership, performing effective team work.

Date	25-11-2022
Time	09:30 am to 11:30 am and 12:30 pm to 14:30 pm
Venue	Manjula Auditorium
Number of Students	135+
Coordinator	Bhavna Patel & Pragya Tripathi
Speakers	Ms. Bhavna Patel
Category	Managing Innovation

A session and group activity was organized by B. V. Patel Institute of Management, Uka Tarsadia University on 25<sup>th</sup> November, 2022 09:30 am to 11:30 am and 12:30 pm to 14:30 pm at Mandap, for the students of BBA 2<sup>nd</sup> year.

Ms. Bhavna Patel gave elaborated introduction about building the innovative organization. She also explained about component of innovation organization, shared vision and innovation leadership, shared vision leadership and the will to innovate. She further explained about key individuals and importance of effective team works, key element and characteristics of promoting effective team work. She explained the above mentioned topics by giving practical examples of industries.

In the afternoon session, a group activity was organized. Students were asked to make groups of 5 to7 individual. They were provided newspapers to make tower. The task was to make the

tallest tower possible. At the end of the group activity, students were given marks based upon their creativity.

**Few Glimpses of the Session:**





# B.V. Patel Institute of Management Uka Tarsadia University



Date: 28-11-2022

## Session on “Managing Innovation”

Objective: The objectives of the session was

- To let the students learn about various sources of innovation.

Outcomes: At the end of the session, the students were able to:

- Learn about various sources of innovation.

Date	28-11-2022
Time	09:30 am to 11:30 am
Venue	Mandap
Number of Students	156
Coordinator	Bhavna Patel & Pragya Tripathi
Speakers	Ms.Vaishali Pillai
Category	Managing Innovation

A session and group activity was organized by B. V. Patel Institute of Management, Uka Tarsadia University on 28<sup>th</sup> November, 2022 09:30 am to 11:30 am at Mandap, for the students of BBA 2<sup>nd</sup> year.

### **Brief of the Session**

Ms. Vaishali Pillai gave elaborated introduction about various sources of innovation. She also explained about where does innovation come from by giving various examples which are related to industries. She further explained knowledge push, need pull and mass customization in a detailed manner. She gave various examples of knowledge push and pull, examples of enterprises that push knowledge and information outward. She then explained users as innovators and extreme users. At the end of the session she gave two tasks to the students. In the first task, students were asked to form groups comprising of 5 individuals. They were asked to write about “what is innovation”.

In the second task, she told students that: “Imaging you are the CEO of a firm or a company. You have to find new product survival opportunity for sustainable development”

At the end of the session, students were able to learn about various new sources of innovation through various creative activities.

**Few Glimpses of the Session:**





# B.V. Patel Institute of Management Uka Tarsadia University



Date: 29-11-2022

## Session on “Managing Innovation”

Objective: The objectives of the session was

- To let the students learn about developing an innovation strategy.

Outcomes: At the end of the session, the students were able to:

- Learn about developing the framework for innovation strategy.

Date	29-11-2022
Time	09:30 am to 11:30 am
Venue	Mandap
Number of Students	156
Coordinator	Ms.Bhavna Patel & Pragya Tripathi
Speakers	Mr. Parvez Malik
Category	Managing Innovation

A session was organized by B. V. Patel Institute of Management, Uka Tarsadia University on 29<sup>th</sup> November, 2022 09:30 am to 11:30 am at Mandap, for the students of BBA 2<sup>nd</sup> year.

### **Brief of the Session**

Mr. Parvez Malik gave elaborated introduction about developing the framework for innovation strategy. He then explained about what is strategic innovation of current scenarios from industries through examples of industries. He further explained rationalist or incrementalist strategy for innovation and how these approaches help to firms to sustain in the market. He further explained about the implication for the process of strategy formulation, technology and competitive analysis of various industries, innovation leadership and innovation fellowship in detailed manner with examples. He continued to explain about dynamic capabilities of firms. He told students that dynamic capabilities includes finance, management, corporate governance, learning and imitating and explained students about SWOT analysis to identify own core competencies.

At the end of the session, he gave an activity to the student to select and industry of their choice and the detailed SWOT analysis of that industry.

**Few Glimpses of the Session:**





# B.V. Patel Institute of Management Uka Tarsadia University



Date: 02-12-2022

## Session on “Managing Innovation”

Objective: The objectives of the session was to

- Let the students understand about components of innovative organization.

Outcomes: At the end of the session, the students were able to:

- Under various new aspects of innovation.

Date	02-12-2022
Time	09:30 am to 11:30 am and 12:30 pm to 14:30 pm
Venue	Bvp Class room
Number of Students	100
Coordinator	Ms.Bhavna Patel & Ms. Pragya Tripathi
Speakers	Ms. Bhavna Patel & Ms.Pragya Tripathi
Category	Managing Innovation

A session was organized by B. V. Patel Institute of Management, Uka Tarsadia University on 02<sup>nd</sup> December, 2022 from 09:30 am to 11:30 am and 12:30 pm to 14:30 pm at Mandap, for the students of BBA 2<sup>nd</sup> year.

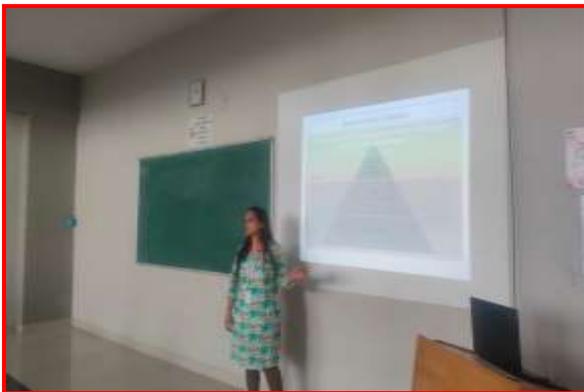
### **Brief of the Session**

Ms. Bhavna Patel gave elaborated introduction components of innovative organization, vision and mission, leadership in innovation, effective team work for innovation, characteristics of a good leader in details, concept generation and new product development simulation.

Afternoon session was taken by Ms. Pragya Tripathi. She explained about creating new products and services, creative climate and culture, environmental factors that contribute to stifling innovation climatic factors influencing innovation, creating innovation energy, innovation culture visible and hidden areas.

At the end of the session, students were given self-evaluation form.

**Few Glimpses of the Session:**





# B.V. Patel Institute of Management Uka Tarsadia University



Date: 05-12-2022

## Session on “Managing Innovation”

Objective: The objectives of the session was to

- Let the students understand about developing and sustaining competencies in innovation.

Outcomes: At the end of the session, the students were able to:

- Understand about strategic positioning, enabling strategy making, technological trajectories.

Date	05-12-2022
Time	09:30 am to 11:30 am and 12:30 pm to 14:30 pm
Venue	Mandap
Number of Students	115
Coordinator	Bhavna Patel & Ms. Pragya Tripathi
Speakers	Dr. Vijay Gondalia and Dr. Yagna Vyas
Category	Managing Innovation

A session was organized by B. V. Patel Institute of Management, Uka Tarsadia University on 05<sup>th</sup> December, 2022 from 09:30 am to 11:30 am and 12:30 pm to 14:30 pm at Mandap, for the students of BBA 2<sup>nd</sup> year.

### **Brief of the Session**

Morning session was taken by Dr. Vijay Gondalia. He gave brief introduction about innovative ideas by showing a video regarding story of potato chips. He explained development of new products, customer feedback such as major selling customer. He further explained the importance of customer feedback and why it is important to always take the feedback from the customers while making new products. He gave various practical examples of innovative ideas related to industries. He explained that a business can only survive in a market by producing new and innovative products. He also explained about

technological trajectories, tools for strategic selection. At the end of the session he gave two activities related to potential problem analysis to the students to:

1. Activity-1: “write about competency.”
2. Activity-2: “if you start a business, what are the challenges in given criteria; why problem occurs and what are the preservative measures”

fternoon session was taken by Dr. Yagna Vyas. She explained the various topics such as developing and sustaining competencies and explained top management, strategic architecture for the future, strategic positioning, enabling strategy making by giving various examples, explained routines to help strategic analysis. She then explained globalization of innovation. At the end of the session she gave an activity to the students:

Activity-1: Prepare Fish-bone diagram for a problem.

#### **Few Glimpses of the Session:**





# B.V. Patel Institute of Management Uka Tarsadia University



Date: 06-12-2022

## Session on “Managing Innovation”

Objective: The objectives of the session was to

- Let the students understand about various stages of new products development and various factors which are responsible for success and failure of the product.

Outcomes: At the end of the session, the students were able to:

- Understand about creating new product and services and reason behind the success and failure of the product

Date	06-12-2022
Time	09:30 am to 11:30 am and 12:30 pm to 14:30 pm
Venue	Mandap
Number of Students	150
Coordinator	Ms.Bhavna Patel & Ms. Pragya Tripathi
Speakers	Ms. Peenal Sankhla and Ms. Pragya Tripathi
Category	Managing Innovation

A session was organized by B. V. Patel Institute of Management, Uka Tarsadia University on 06<sup>th</sup> December, 2022 from 09:30 am to 11:30 am and 12:30 pm to 14:30 pm at Mandap, for the students of BBA 2<sup>nd</sup> year.

Morning session was taken by Ms. Ms. Peenal Sankhla. She gave brief introduction about process for new product development in which she explained stage gate model, development funnel model and simplified four stage models. She then explained types of team structure; explained about product creation; about commercialization of the product, influence of technology and market, differentiating product, building architectural product. At the end of the season she gave an activity to the students:

Activity-1: Write down success factors in new product development

Afternoon session was taken by Ms. Pragya Tripathi. She explained the various topics such as factors influencing product success or failure, service innovation in different type of organization, product advantage, differentiating product, market knowledge, clear product definition, risk assessment, project organization, project resources, proficiency of execution and top management support etc.

At the end of the session she gave an activity to the students:

Activity-1: Write down the various reasons behind success and failures of any product.

**Few Glimpses of the Session:**





# B.V. Patel Institute of Management Uka Tarsadia University



Date: 07-12-2022

## Session on “Managing Innovation”

Objective: The objectives of the session was

- To let the students about capturing the benefit of innovation.

Outcomes: At the end of the session, the students were able to:

- Learn about broader economic and social benefit of innovation.

Date	07-12-2022
Time	09:30 am to 11:30 am
Venue	Mandap
Number of Students	89
Coordinator	Bhavna Patel & Pragya Tripathi
Speakers	Dr. Anuradha Pathak
Category	Managing Innovation

A session was organized by B. V. Patel Institute of Management, Uka Tarsadia University on 7<sup>th</sup> December, 2022 09:30 am to 11:30 am at Mandap, for the students of BBA 2<sup>nd</sup> year.

### **Brief of the Session**

Dr. Anuradha Pathak gave elaborated introduction about creating value through innovation, broader economic and social benefits. She further explained in detail regarding establishing a call center to understand the rural problem. She gave examples of various villages who receive electricity through solar energy thus resolving the shortage of electricity in the village. She then explained about innovation and firm performance.

At the end of the session, she gave a group activity to the students in which they have to walk by using three bricks without touching the floor. Active participation from students was observed. They made strategic planning and utilized various skills such as leadership, innovative ideas to complete the task.

**Few Glimpses of the Session:**





# B.V. Patel Institute of Management Uka Tarsadia University



Date: 03-04-2023

## Group Activity on “Managing Innovation”

Objective: The objectives of the session was

- To let the students show their talents by using waste product in a creative manner.

Outcomes: At the end of the session, the students were able to:

- Demonstrate different products prepared by using waste material.

Date	03-04-2023
Time	12:30 pm to 14:30 pm
Venue	B V P Hall
Number of Students	156
Coordinator	Bhavna Patel & Pragya Tripathi
Category	Managing Innovation

A group activity was organized by B. V. Patel Institute of Management, Uka Tarsadia University on 3<sup>rd</sup> April, 2023 from 12:30 pm to 14:30 pm at B V P Hall, for the students of BBA 2<sup>nd</sup> year.

### **Brief of the Group Activity (Best Out Of Waste)**

This activity was performed in afternoon session.

In this activity, students made groups. Each group had maximum of 5 members. Students were asked to bring various waste materials like socks, match sticks, pebbles, buttons, cottons, tin boxes, newspaper, card boards etc. from their house to college for group activity as directed by activity coordinator. The group of the students was given some material in a very limited quantity from college such as cello tape, gum, and scissors etc.

They were asked to make any creative product from the items available with them.

At the end of the activity, students demonstrated various creative products such as jewelries, wall clock, table chair, wall hangings, decorative show pieces, teddy bear etc.

This activity made them learn various skills such as leadership, coordination among each other, creative innovation etc.

**Few Glimpses of the Session:**

