Geethanjali College of Engineering and Technology
(UGC Autonomous)
Department Of Management Studies
Report
on
Management Development Programme (MDP)
17 August 2026 – 21 August 2026
Five Days / 30 Contact Hours
Forenoon: 9:30 A.M. – 12:30 P.M.
Afternoon: 1:00 P.M. – 4:00 P.M.
Title:AI Driven Business Transformation, Research Innovation and Employability



Organized by: Department of Management Studies GCET.

GEETHANJALI COLLEGE OF ENGINEERING AND TECHNOLOGY

Accredited by NAAC with A+ Grade;B.Tech CSE, EEE, ECE Accredited by NBA;Approved by AICTE, New Delhi; Affiliated to JNTUH, Hyderabad

Cheeryal (V), Keesara (M), Medchal - Malkajgiri Dist, Telangana - 501301

DEPARTMENT OF MANAGEMENT STUDIES

FIVE DAYS MDP ON

"AI- DRIVEN BUSINESS TRANSFORMATION, RESEARCH, INNOVATION AND EMPLOYABILITY"



Resource Person:
Mrs.Sri Nithya Karati
Program Manager, Amazon
Chairperson Young COWE,
Telangana



Resource Person:
Prof.Ramachandra Gopal P
Assoc Professor, Department
of Management Studies,
NITW.



Resource Person:
A. Santosh Kumari
Professor JNTUH



Resource Person:
Dr. Anilambica,
Assistant Professor,
SIBM.



Resource Person:
Dr. E. Jalaja Enamala
Professor & Director of
Academics,
Dhruva College of Management.



Resource Person:
Dr. Biswaranjan Agasthi
CEO & MD, RadhaKrishna IT
Solutions Pvt.Ltd,
Hyderabad.



Resource Person:
Dr. K. Sharath Babu
Professor DMS, GCET.



Resource Person:
Dr. B. Shravani
Associate Professor,
HoD DMS, GCET.



Resource Person:
Dr R Prasantha Kumar
Professor (Finance & Accounting)
School of Management Studies
University of Hyderabad



Resource Person:
Dr. A. Patrick
Professor, Osmania
University.

Programme Overview

The Department of Management Studies, Geethanjali College of Engineering and Technology, conducted a five-day Management Development Programme from 17 August 2026 to 21 August 2026. The programme addressed Artificial Intelligence, research and statistical tools, AI-enabled learning, employability, Responsible AI, Intellectual Property Rights, Industry–Academia Interface, commercialization, innovation and entrepreneurship. The supplied day wise records document ten sessions—five forenoon sessions and five afternoon sessions—covering a progression from AI-enabled research and business transformation to responsible technology use, industry collaboration, IPR and startup-oriented innovation.

Need Analysis

The rapid advancement of Artificial Intelligence, digital technologies, data analytics and innovation-driven business practices is changing academic and professional environments. Faculty members, students and industry stakeholders need continuous development in AI applications, research methods, responsible technology adoption, employability, intellectual property, industry interaction and entrepreneurship. The MDP was structured to bridge the competency gap between emerging technological developments and professional requirements while encouraging critical thinking, evidence-based work, innovation and future readiness.

Programme Objectives

- Create awareness of emerging AI applications in business, management, research and learning.
- Strengthen knowledge of AI-enabled research, statistical and analytical tools.
- Promote critical, responsible and ethical use of AI-generated outputs.
- Develop awareness of emerging employability skills, career opportunities and continuous upskilling.
- Strengthen Industry–Academia interaction, experiential learning, collaborative research and consultancy.
- Create awareness of Intellectual Property Rights, protection, commercialization and technology transfer.
- Foster innovation-oriented and entrepreneurial thinking and practical startup mentoring.
- Encourage research collaboration, knowledge sharing and interdisciplinary learning.
- Develop future-ready competencies for participation in an AI-driven economy.

Expected Outcomes

- Improved awareness of AI applications in research, learning, management and business transformation.
- Greater ability to use AI and statistical tools while maintaining verification, critical thinking and academic integrity.
- Improved understanding of Responsible AI, trust, transparency, governance and risk.
- Enhanced awareness of employability, future skills, adaptability, upskilling and reskilling.
- Stronger understanding of industry-oriented teaching, internships, live projects, research and consultancy.
- Improved awareness of IPR protection, commercialization, licensing and technology transfer.
- Development of innovation mindsets and practical approaches for mentoring student entrepreneurs.

GEETHANJALI COLLEGE OF ENGINEERING AND TECHNOLOGY,

Department of Management Studies

PRESENTS:

Five-Day Management Development Programme (MDP) Report

PROGRAMME OVERVIEW

17 August 2026 to 21 August 2026

Geethanjali is a **full 5-day turecommntom** excussed programme focused on various AI applications, various AI applications, research tools, and industry interaction, obtaiing a corarch-compensent steak on the course and haden programme. The programme isten uses on full 5-day across five days with across ten sessions inttialization:

- **Session 1:** Session and andraments coxine an sessions
- **Session 2:** Unide through AI application appllications
- Practice : raiseing industry-aiel:omacal management
- **Days 10** : Innoadey entrepreneurial thinking



NEED ANALYSIS

- Rapidly advancing technology and oinderstanding
- changing academic/ professional environments
- Need for continuous development in AI applications, research, and innovation to bridge the competency gaps



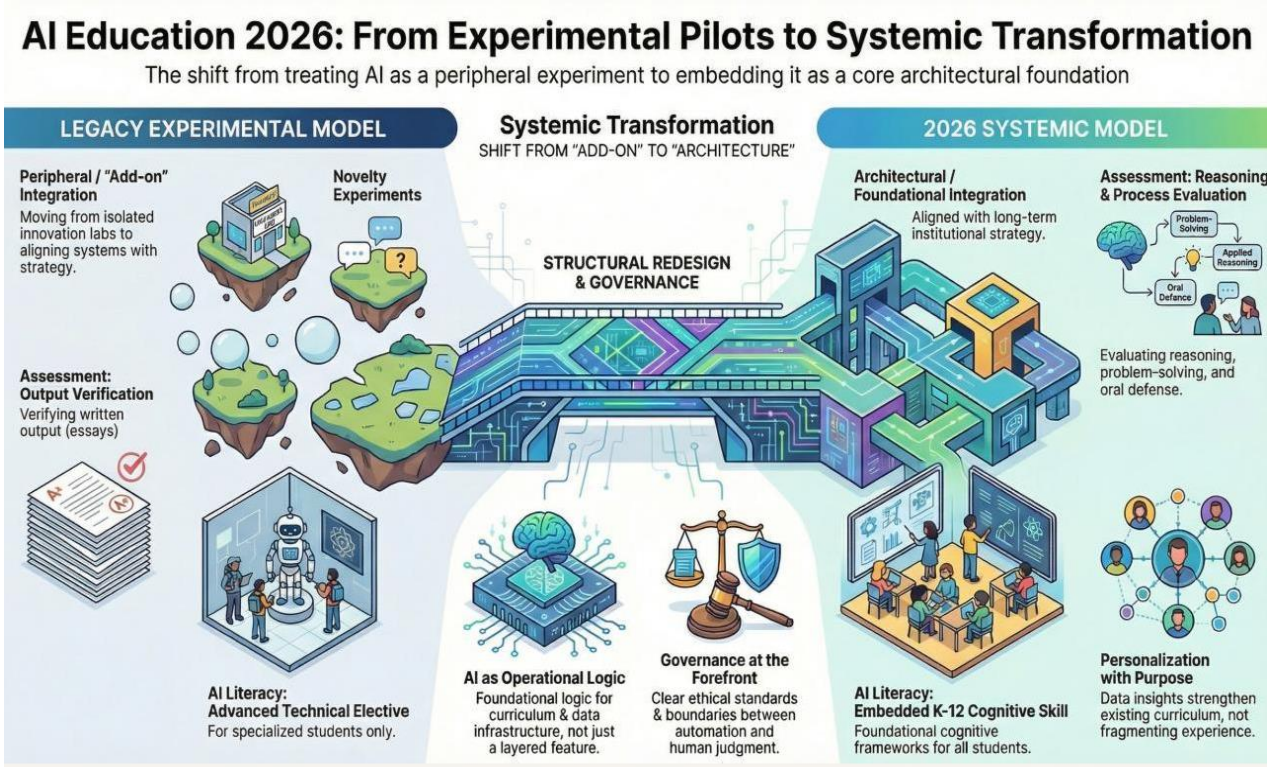
PROGRAMME OBJECTIVES

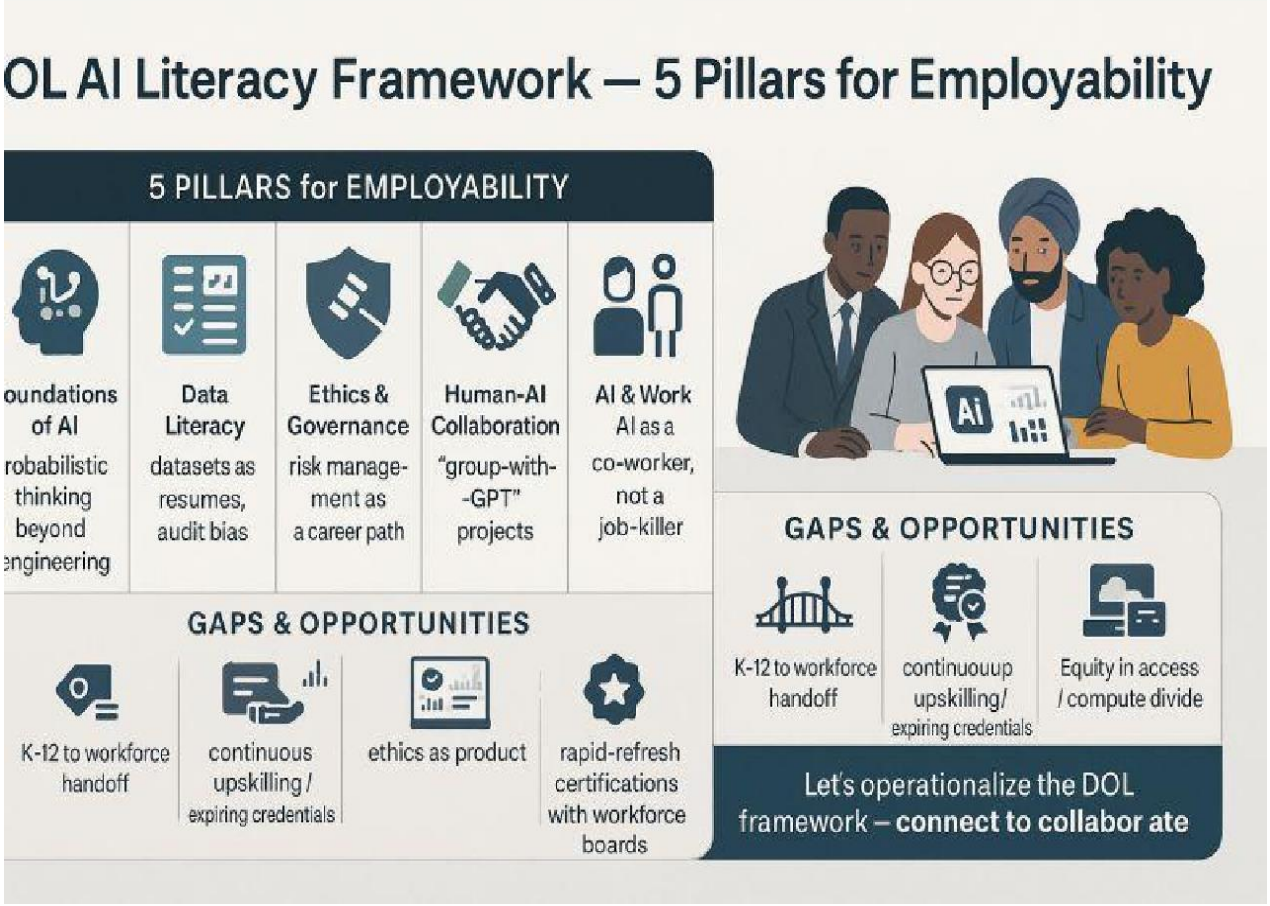
- Create awareness run of AI
- Strengthen AI-enabled research knowledge
- Promote ethical AI use
- Develop employability skills
- Enhance industry-academia interaction
- Raise IPR awareness
- Foster entrepreneurial thinking

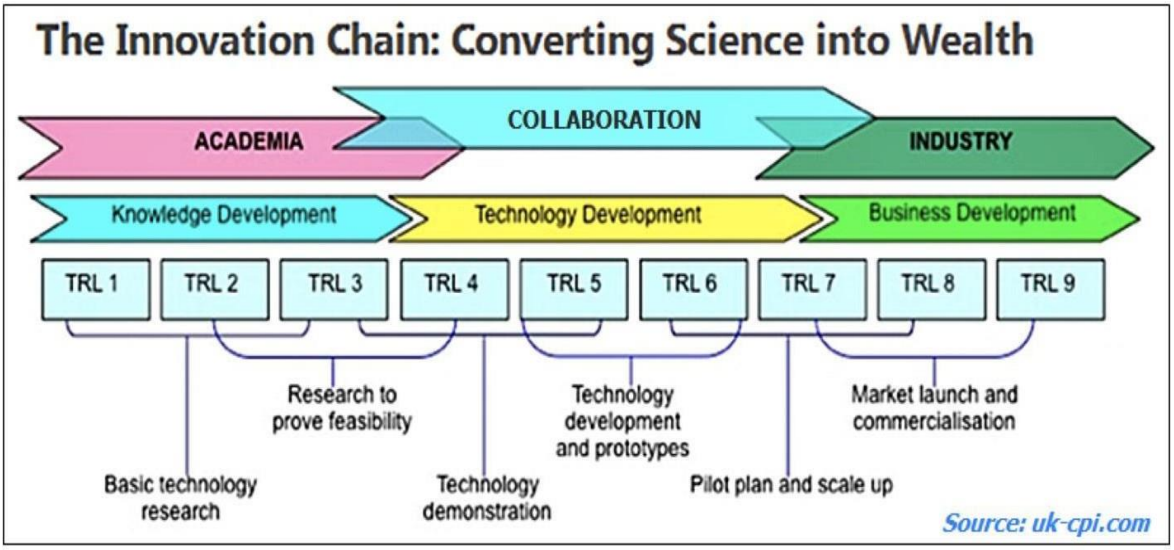
EXPECTED OUTCOMES

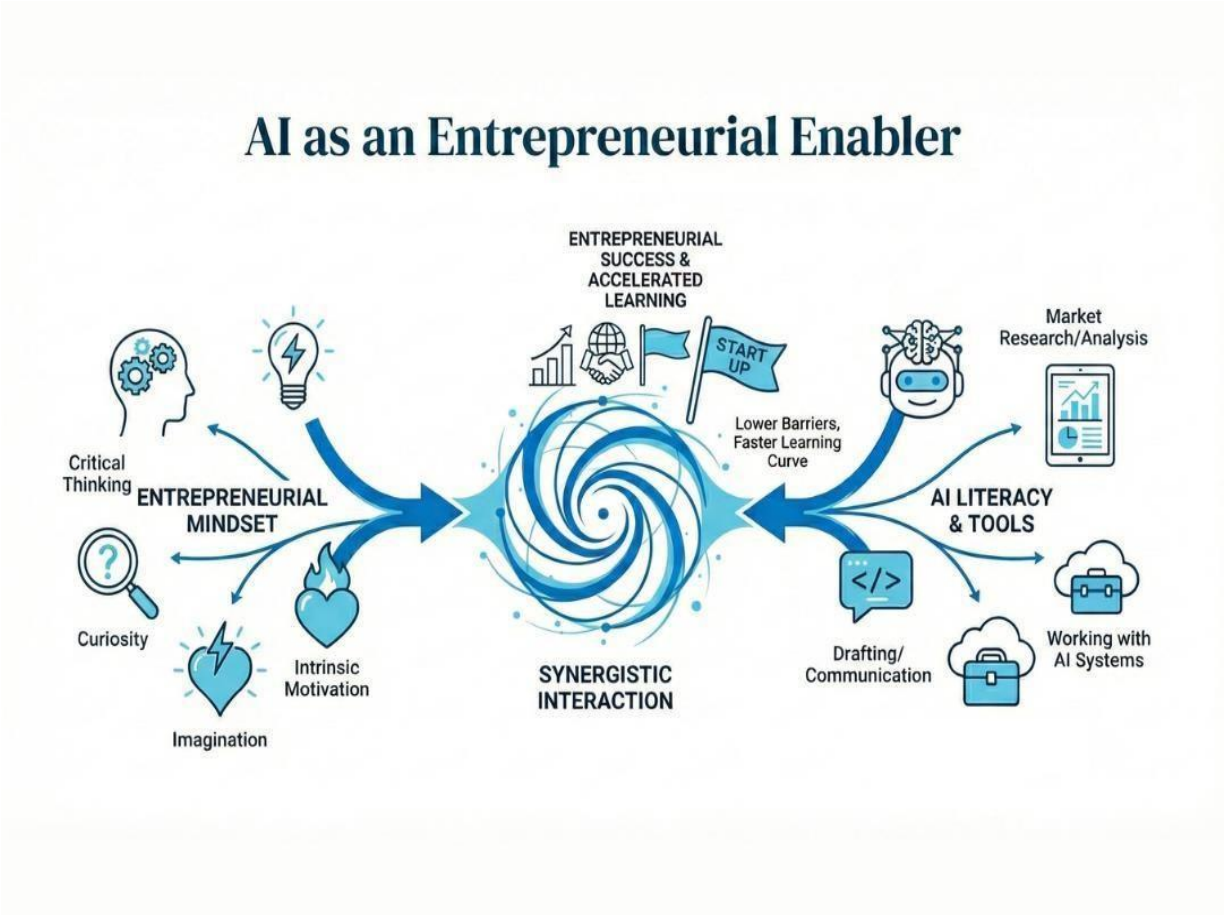
- Improved AI awareness
- Greater ability to use statistical tools
- Stronger understanding of Responsible AI
- Enhanced employability awareness
- Closer industry ties
- Better IPR knowledge
- An innovation mindset

Blue Print of MDP:





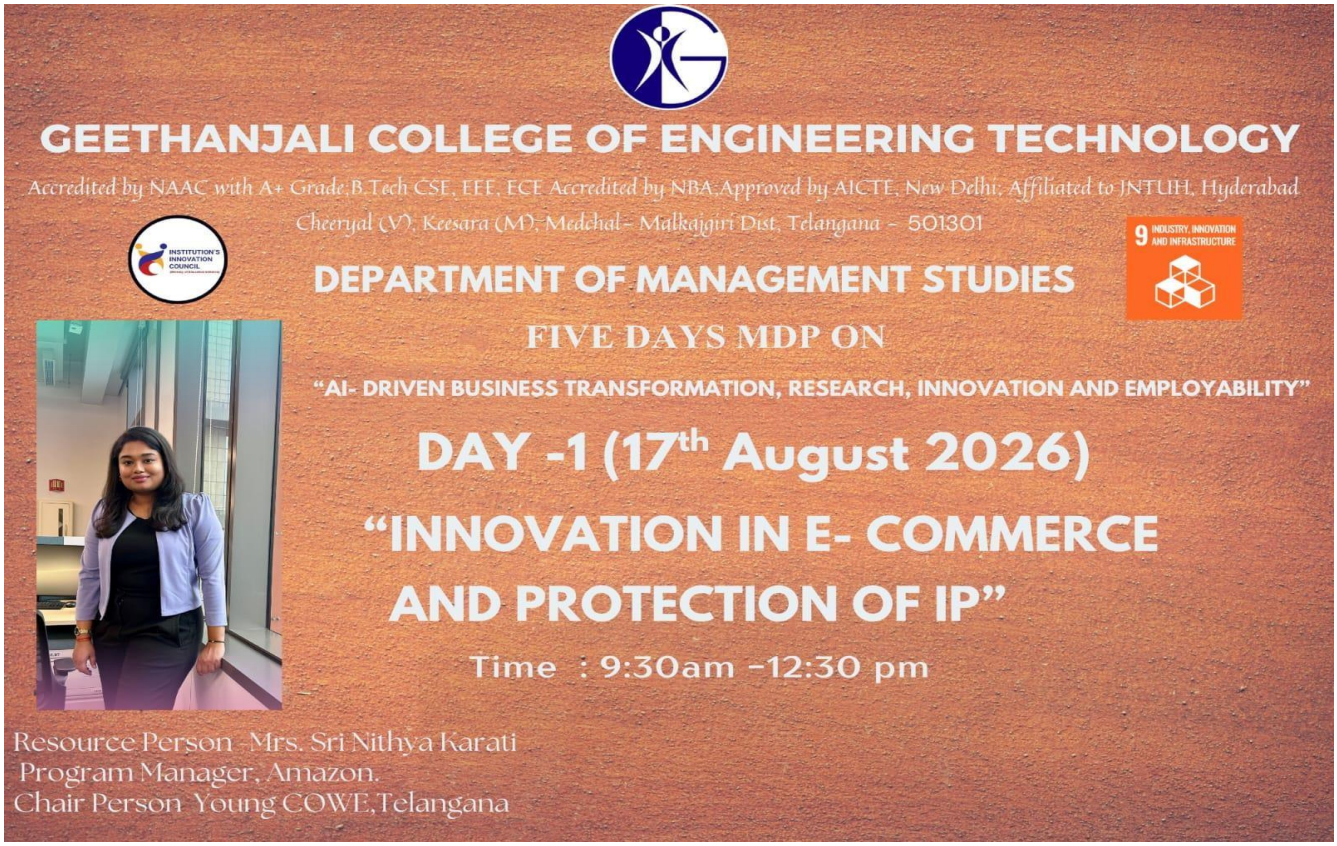

The Innovation Chain: Converting Science into Wealth
ACADEMIA
COLLABORATION
INDUSTRY
Knowledge Development
Technology Development
Business Development
TRL 1
TRL 2
TRL 3
TRL 4
TRL 5
TRL 6
TRL 7
TRL 8
TRL 9
Basic technology research
Research to prove feasibility
Technology demonstration
Technology development and prototypes
Pilot plan and scale up
Market launch and commercialisation
Source: uk-cpi.com


AI as an Entrepreneurial Enabler
ENTREPRENEURIAL SUCCESS & ACCELERATED LEARNING
START UP
Lower Barriers, Faster Learning Curve
Market Research/Analysis
Critical Thinking
ENTREPRENEURIAL MINDSET
Curiosity
Intrinsic Motivation
Imagination
AI LITERACY & TOOLS
Drafting/ Communication
Working with AI Systems
SYNERGISTIC INTERACTION

Reports – Day-wise Sessions

1. Day 1 – Session 1 – Forenoon

Title of the Session	Innovation in E-Commerce and Protection of IP
Date	17 August 2026
Time / Duration	9:30 A.M. – 12:30 P.M. / 3 Hours
Mode	Hybrid – Online and Offline
Venue	GCET Campus / as per day wise report
Activity Category	Technical Session
Resource Person	Mrs. Sri Nithya Kranti
Institution / Affiliation	Innovation in E-Commerce – Amazon; Chairperson, Young COWE, Telangana
Participation	148



Objective of the Activity

To provide contemporary insights into e-commerce innovation and create awareness of Intellectual Property Rights relevant to digital businesses, innovation, entrepreneurship and commercialization.

Brief Description of the Activity

The session introduced participants to emerging innovation in e-commerce and the strategic importance of protecting intellectual assets in a digital business environment. It addressed how innovation, digital platforms and technology-enabled business models create opportunities while also increasing the need to protect ideas, brands, content and technology-driven solutions. The resource person connected e-commerce innovation with Intellectual Property Rights and emphasized the role of IPR in preventing unauthorized use, strengthening competitive advantage and supporting commercialization. Participants were encouraged to recognize protectable innovations and to consider intellectual property as a strategic business resource rather than only a legal formality. The session also connected innovation and IPR with entrepreneurial thinking and sustainable business development. The hybrid mode enabled participation from academic and professional stakeholders and supported knowledge exchange between industry experience and academic perspectives.

Key Highlights

- Emerging e-commerce innovation
- IPR as a strategic business resource
- Protection of ideas, brands, content and technology
- Innovation, entrepreneurship and commercialization
- Industry-oriented digital business perspectives

Outcome of the Activity

- Improved awareness of e-commerce innovation trends
- Better understanding of IPR relevance to digital business
- Greater awareness of protecting and commercializing innovative ideas
- Strengthened innovation-oriented and entrepreneurial thinking

Feedback / Reflection

The session was informative and industry-oriented, helping participants relate innovation in e-commerce with intellectual asset protection and commercialization.

Organizing Team Members

Name	Role	Responsibility
Dr. B. Shravani	Head of the Department	Academic guidance and overall support
K Bhavana	Assistant Professor	Event Coordinator
K Mamatha	Assistant Professor	Event Coordinator





GEETHANJALI COLLEGE OF ENGINEERING AND TECHNOLOGY (Autonomous)
CHERYAL (V) KEESARA (M) MEDCHAL (D) TELANGANA 501301
DEPARTMENT OF MANAGEMENT STUDIES

Management Development Programme From 17th to 21th August 2026,
MBA II YEAR I SEM ATTANDANCE SHEET DATE: 17/8/2026

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			Signature	
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3	25R11E0003	B HARINI		
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53	25R11E0059	WAGHMARE NIKHIL DEV		
54	25R11E0060	YERRAM KIRAN JYOTHI		
55	25R11E0061	RAHMATH UNISSA		
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		No. of students Absent		
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		Signature		

Coordinator

HOD-DMS
Head
DEPARTMENT OF MANAGEMENT STUDIES
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Department of Management of Studies

- **Management Development Programme From 17th to 21st August 2026.**

Faculty list

Date: 17/8/2026

Sl.No	Name of the Faculty	Designation	Signature
1	Dr. B. Shravani	Associate Professor & HoD	
2	Dr.K. Sharath Babu	Professor	
3	K.Naupal Reddy	Sr. Assistant Professor	
4	K.Lavanya	Sr. Assistant Professor	
5	Shainaz Begum	Assistant Professor	
6	D.Keerthana	Assistant Professor	
7	V.Bhavani	Assistant Professor	
8	G.Vijaya Lakshimi	Assistant Professor	
9	K.Bhavana	Assistant Professor	
10	M. Naga Sulochana	Assistant Professor	
11	K.Mamatha	Assistant Professor	
12	G.Mounika	Assistant Professor	
13	P. Gayatri	Assistant Professor	

17/8/26

HoD-DMS

Head
DEPARTMENT OF MANAGEMENT STUDIES
Geethanjali College of Engineering & Technology (Autonomous)
Cheeryal (V), Keesara (M), Medchal (D), Telangana, 501301

2. Day 1 – Session 2 – Afternoon

Title of the Session	AI and Statistical Tools for Research
Date	17 August 2026
Time / Duration	1:00 P.M. – 4:00 P.M. / 3 Hours
Mode	Offline
Venue	Pharmacy Block 1, Third Floor Seminar Hall
Activity Category	Self-Driven / Department Activity
Resource Person	Prof. Ramachandra Gopal P
Institution / Affiliation	Associate Professor, NITW
Participation	61 (38 Students; 13 Staff; 10 External)



Objective of the Activity

To understand the role of Artificial Intelligence and statistical tools in research and improve research efficiency, accuracy, reliability and evidence-based decision-making.

Brief Description of the Activity

The session focused on the practical use of Artificial Intelligence and statistical tools across the research process. Participants were introduced to AI-assisted approaches for identifying research topics, searching and organizing literature, identifying influential authors, finding research gaps, mapping relationships among papers and citations, summarizing research studies, and extracting methods, variables, sample details, statistical techniques and results. The importance of selecting statistical techniques according to the nature and objectives of a study was emphasized. The session also highlighted that AI should remain a supportive research tool and that researchers must verify information and apply critical thinking to AI-generated outputs. By combining AI-assisted

literature work with statistical analysis, the session demonstrated how technology can reduce repetitive effort while strengthening the quality and efficiency of research and decision-making.

Key Highlights

- AI-assisted literature search and organization
- Research-gap identification and relationship mapping
- AI-based paper summarization
- Extraction of methods, variables and results
- Use of statistical tools for research analysis

Outcome of the Activity

- Improved ability to search and organize research literature
- Developed awareness of research gaps and emerging trends
- Improved understanding of statistical tools
- Strengthened responsible and evidence-based AI use

Feedback / Reflection

Participants found the practical research orientation useful and gained confidence in using AI and statistics while maintaining critical thinking and academic integrity.

Organizing Team Members

Name	Role	Responsibility
Dr. B.Shravani	Head of the Department	Academic guidance and overall support
K Bhavana	Assistant Professor	Event Coordinator
K Mamatha	Assistant Professor	Event Coordinator





Attendance

GEETHANJALI COLLEGE OF ENGINEERING AND TECHNOLOGY (Autonomous)
CHERYAL (V) KEESARA (M) MEDCHAL (D) TELANGANA 501301
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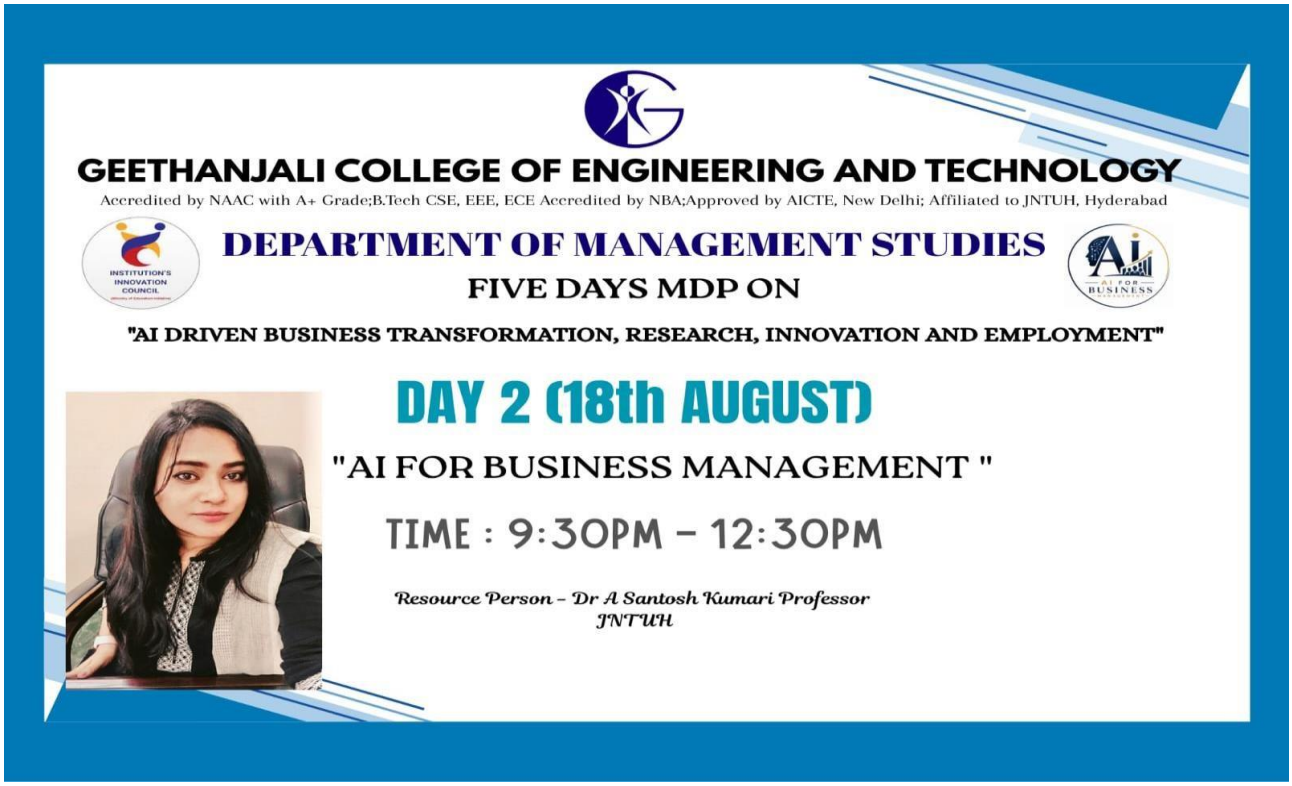
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HoD-DMS

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Geethanjali College of Engineering & Technology (Autonomous)
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Day 2 – Session 3 – Forenoon

Title of the Session	AI for Business Management
Date	18 August 2026
Time / Duration	9:30 A.M. – 12:30 P.M. / 3 Hours
Mode	Hybrid – Online and Offline
Venue	GCET Campus / as per daywise report
Activity Category	Technical Session
Resource Person	Dr. A. Santosh Kumari
Institution / Affiliation	Professor, JNTUH
Participation	128



Objective of the Activity

To create awareness of AI applications in business management, AI-enabled decision-making, business analytics, productivity improvement, innovation and technology-oriented managerial competencies.

Brief Description of the Activity

The session examined Artificial Intelligence as a transformative force in contemporary business management. Participants explored how AI can support managerial decision-making, business analytics, automation, process optimization, customer understanding, productivity and competitive advantage. The discussion emphasized the need for managers and academicians to understand emerging technologies and integrate contemporary business practices into management education, research and professional work. AI was presented as a strategic enabler rather than merely a technological tool, with applications across managerial functions and organizational processes. The session also highlighted the importance of continuous learning, analytical thinking, adaptability, innovation orientation and technology awareness for future-ready management professionals. The hybrid format enabled broader participation and encouraged exchange between academic and industry perspectives.

Key Highlights

- AI in business management
- AI-enabled decision-making and business analytics
- Automation and process optimization

- Customer management and competitive advantage
- Future managerial competencies

Outcome of the Activity
- Enhanced awareness of AI business applications
- Improved understanding of AI-supported decision-making
- Awareness of AI-enabled productivity and innovation
- Strengthened future-ready managerial perspective

Feedback / Reflection
Participants valued the contemporary and application-oriented discussion of AI as a strategic enabler of business transformation.

Organizing Team Members:

Name	Role	Responsibility
Dr. B. Shravani	Head of the Department	Academic guidance and overall support
K Bhavana	Assistant Professor	Event Coordinator
K Mamatha	Assistant Professor	Event Coordinator





Attendance

GEETHANJALI COLLEGE OF ENGINEERING AND TECHNOLOGY (Autonomous)
CHEERYAL (V) KEESARA (M) MEDCHAL (D) TELANGANA 501301
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		No. of students Absent		
		TOTAL		
		Signature		

Coordinator

HOD-DMS
Head
DEPARTMENT OF MANAGEMENT STUDIES
Geethanjali College of Engineering & Technology (Autonomous)
Cheeryal (V), Keesara (M), Medchal (D), Telangana. 501301

Geethanjali College of Engineering and Technology

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Department of Management of Studies

- **Management Development Programme From 17th to 21st August 2026.**

Faculty list

Date: 18/08/2026

Sl.No	Name of the Faculty	Designation	Signature
1	Dr. B. Shravani	Associate Professor & HoD	
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3	K.Naupal Reddy	Sr. Assistant Professor	
4	K.Lavanya	Sr. Assistant Professor	
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10	M. Naga Sulochana	Assistant Professor	
11	K.Mamatha	Assistant Professor	
12	G.Mounika	Assistant Professor	
13	P. Gayatri	Assistant Professor	

HoD-DMS

Head

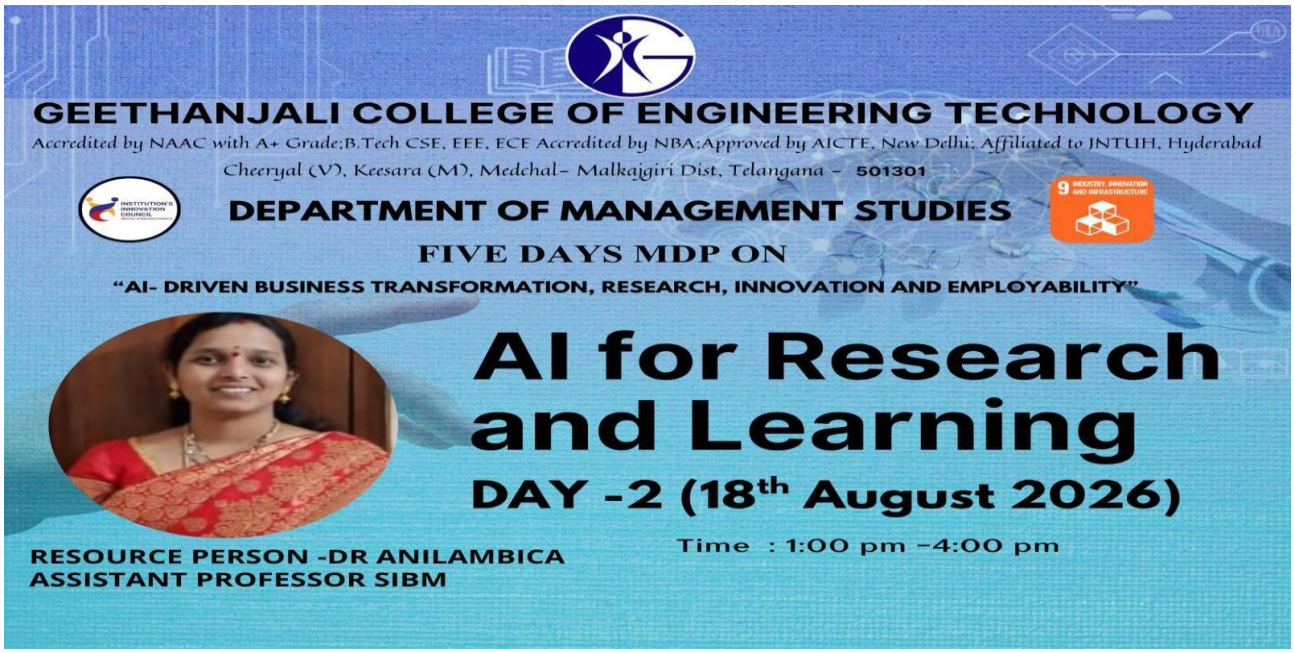
DEPARTMENT OF MANAGEMENT STUDIES

Geethanjali College of Engineering & Technology (Autonomous)

Cheeryal (V), Keesara (M), Medchal (D), Telangana. 501301

Day 2 – Session 4 – Afternoon

Title of the Session	AI for Research and Learning
Date	18 August 2026
Time / Duration	1:00 P.M. – 4:00 P.M. / 3 Hours
Mode	Offline
Venue	Pharmacy Block 1, Third Floor Seminar Hall
Activity Category	Self-Driven / Department Activity
Resource Person	Dr. Anilambica Kata
Institution / Affiliation	Assistant Professor, SIBM
Participation	82 (47 Students; 13 Staff; 22 External)



Objective of the Activity

To build critical AI literacy and show how AI can support literature discovery, learning, research workflows, verification of outputs and academic work without replacing human thinking.

Brief Description of the Activity

The session explored how Artificial Intelligence is reshaping teaching, learning and research in higher education. Participants were encouraged to view AI as a tool that supports academic work while retaining human responsibility for directing, evaluating and verifying outputs. The session introduced an AI framework for academicians, the TPACK model and socio-technical work design, highlighting the intersection of content, pedagogy, technology, people and processes. A major component was the Researcher's Digital Toolkit, covering journal finders, AI research tools, free skill-building courses and open-access journals. Practical prompts for literature scanning and citation verification were discussed, with emphasis on checking AI-generated claims against primary sources. The session reinforced critical thinking, responsible AI use, academic integrity and a structured AI-assisted research workflow.

Key Highlights

- Critical AI literacy
- TPACK and human–AI collaboration
- Researcher's Digital Toolkit
- Journal finders and AI research tools
- Verification of AI-generated content

Outcome of the Activity

- Improved awareness of responsible AI-assisted research
- Greater ability to evaluate AI outputs critically
- Exposure to practical research tools and prompts
- Strengthened academic integrity and research workflow

Feedback / Reflection

The session was insightful and practical, particularly the structured digital toolkit and emphasis on independent verification of AI-generated content.

Organizing Team Members

Name	Role	Responsibility
Dr. B. Shravani	Head of the Department	Academic guidance and overall support
K Bhavana	Assistant Professor	Event Coordinator
K Mamatha	Assistant Professor	Event Coordinator





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GEETHANJALI COLLEGE OF ENGINEERING AND TECHNOLOGY (Autonomous)
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DEPARTMENT OF MANAGEMENT STUDIES

Management Development Programme From 17th to 21th August 2026.

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HoD-DMS

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DEPARTMENT OF MANAGEMENT STUDIES

Geethanjali College of Engineering & Technology (Autonomous)

Cheeryal (V), Keesara (M), Medchal (D), Telangana. 501301

Day 3 – Session 5 – Forenoon

Title of the Session	The Future of Employability in the Age of AI: Skills, Opportunities and Challenges
Date	19 August 2026
Time / Duration	9:30 A.M. – 12:30 P.M. / 3 Hours
Mode	Hybrid – Online and Offline
Venue	GCET Campus / as per daywise report
Activity Category	Technical Session
Resource Person	Dr. Jalaja Enamala
Institution / Affiliation	Professor & Director, Dhruva College of Management
Participation	125



Objective of the Activity

To understand how AI is transforming employment, identify future-ready skills and opportunities, and strengthen adaptability, upskilling, reskilling and industry-oriented employability.

Brief Description of the Activity

The session addressed the rapidly changing employment landscape created by Artificial Intelligence, automation, data analytics and digital technologies. Participants examined how AI can modify existing job responsibilities while also creating new career opportunities. The discussion emphasized that future employability depends on a combination of domain knowledge, digital competency, analytical and critical thinking, creativity, communication, problem-solving, adaptability, collaboration, technological awareness and continuous learning. Emerging opportunities in AI-enabled management, business intelligence, digital marketing, automation and technology-enabled business functions were highlighted alongside challenges such as technological disruption, job redesign and changing skill requirements. The session also stressed the role of educational institutions and industry in preparing learners for future work through curriculum enrichment, skill-oriented teaching, career guidance, projects, mentoring, upskilling and industry-academia collaboration.

Key Highlights

- Changing employment landscape
- Future-ready skills

- Upskilling and reskilling
- AI-driven career opportunities
- Industry-academia role in employability

Outcome of the Activity

- Improved awareness of AI-driven employment changes
- Identification of future-ready competencies
- Greater awareness of emerging career opportunities
- Stronger orientation towards adaptability and lifelong learning

Feedback / Reflection

Participants appreciated the practical focus on future skills, career opportunities and the need for continuous upskilling in an AI-enabled workplace.

Organizing Team Members

Name	Role	Responsibility
Dr. B. Shravani	Head of the Department	Academic guidance and overall support
K Bhavana	Assistant Professor	Event Coordinator
K Mamatha	Assistant Professor	Event Coordinator







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Management Development Programme From 17th to 21th August 2026.

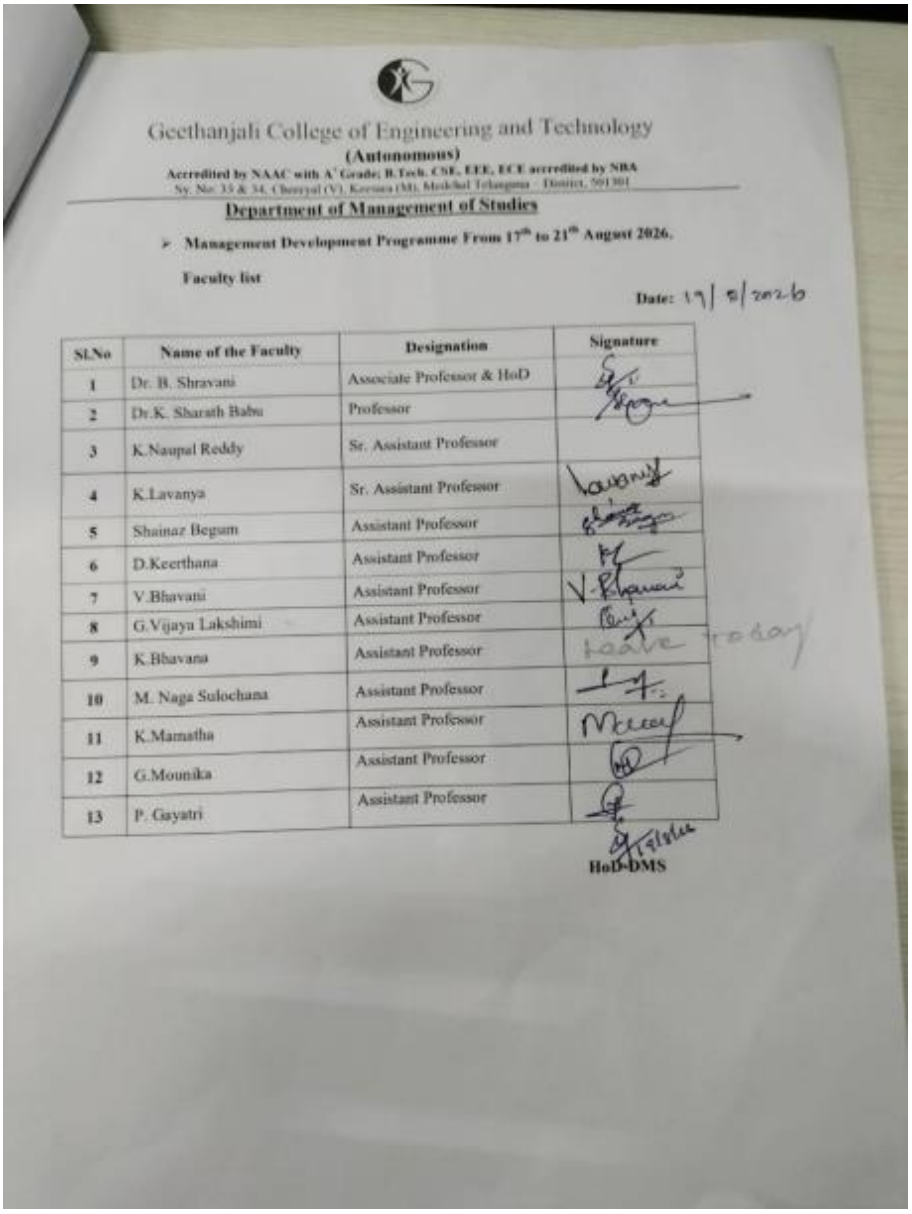
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13	P. Gayatri	Assistant Professor	

HoD-DMS

Day 3 – Session 6 – Afternoon

Title of the Session	Responsible AI for Business Transformation: Balancing Innovation, Trust, Ethics & Competitive Advantage
Date	19 August 2026
Time / Duration	1:00 P.M. – 4:00 P.M. / 3 Hours
Mode	Offline
Venue	Pharmacy Block 1, Third Floor Seminar Hall
Activity Category	Faculty Development / Awareness Activity
Resource Person	Dr. Biswa Ranjan Agasti
Institution / Affiliation	Managing Director & CEO, Radhakrishna IT Solutions Pvt Ltd, Hyderabad
Participation	73 (Faculty: 41; Staff: 12; External: 20)



Objective of the Activity

To build awareness of Responsible AI as a foundation for sustainable business transformation and to understand how governance, technology, culture, ethics and trust can be balanced with innovation.

Brief Description of the Activity

The session positioned Responsible AI as a foundation for sustainable AI adoption and business transformation. Participants examined the tension between rapid innovation and the need for fairness, transparency, accountability, privacy and governance. The resource person discussed Explainable AI, bias detection and mitigation, transparent governance and stakeholder trust, and illustrated these concepts through real-world examples involving technology companies and healthcare applications. The session also addressed regulatory awareness, including the GDPR and the EU AI Act, and explained a strategic framework built around Governance, Technology and

Culture. Responsible AI was presented not merely as a compliance requirement but as a potential competitive advantage through stronger reputation, customer loyalty and risk reduction. An interactive Q&A enabled participants to relate the concepts to practical organisational challenges.

Key Highlights

- Responsible AI and sustainable adoption
- Trust, transparency and Explainable AI
- Bias, privacy and governance
- GDPR and EU AI Act awareness
- Governance–Technology–Culture framework

Outcome of the Activity

- Improved understanding of Responsible AI
- Greater awareness of regulatory and governance considerations
- Clarity on practical responsible-AI frameworks
- Ability to connect ethics with long-term business value

Feedback / Reflection

Participants valued the real-world cases, Explainable AI discussion and interactive Q&A on implementing responsible AI in organisations.

Organizing Team Members

Name	Role	Responsibility
Dr. B. Shravani	Head of the Department	Academic guidance and overall support
K Bhavana	Assistant Professor	Event Coordinator
K Mamatha	Assistant Professor	Event Coordinator





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HoD-DMS

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Day 4 – Session 7 – Forenoon

Title of the Session	Industry Academia Interface – Faculty Perspective
Date	20 August 2026
Time / Duration	9:30 A.M. – 12:30 P.M. / 3 Hours
Mode	Offline
Venue	Block 5 Seminar Hall, GCET
Activity Category	Faculty Development Session
Resource Person	Dr. K. Sharath Babu
Institution / Affiliation	Professor, Department of Management Studies, Geethanjali College of Engineering and Technology
Participation	138



Objective of the Activity

To strengthen the Industry–Academia Interface by helping faculty connect academic teaching, research and curriculum with contemporary industry requirements.

Brief Description of the Activity

The session focused on the importance of developing a continuous and mutually beneficial relationship between academia and industry. Participants explored how faculty members can bridge theory and practice by using industry examples, case situations, application-oriented activities and contemporary business practices in teaching. The session highlighted experiential learning through internships, industrial visits, live projects and interaction with industry professionals. It also covered opportunities for collaborative research, consultancy, industry-

supported projects, curriculum enrichment and employability enhancement. Industry problems were presented as potential sources of student projects, faculty research, consultancy and innovation. The session encouraged faculty to build professional networks and adopt a practical, application-oriented and industry-responsive approach to teaching and professional development.

Key Highlights

- Bridging theory and practice
- Industry-oriented teaching and case learning
- Internships, live projects and industrial exposure
- Collaborative research and consultancy
- Curriculum enrichment and employability

Outcome of the Activity

- Improved understanding of industry expectations
- Greater awareness of experiential learning approaches
- Identification of collaboration opportunities
- Stronger industry-responsive teaching and research orientation

Feedback / Reflection

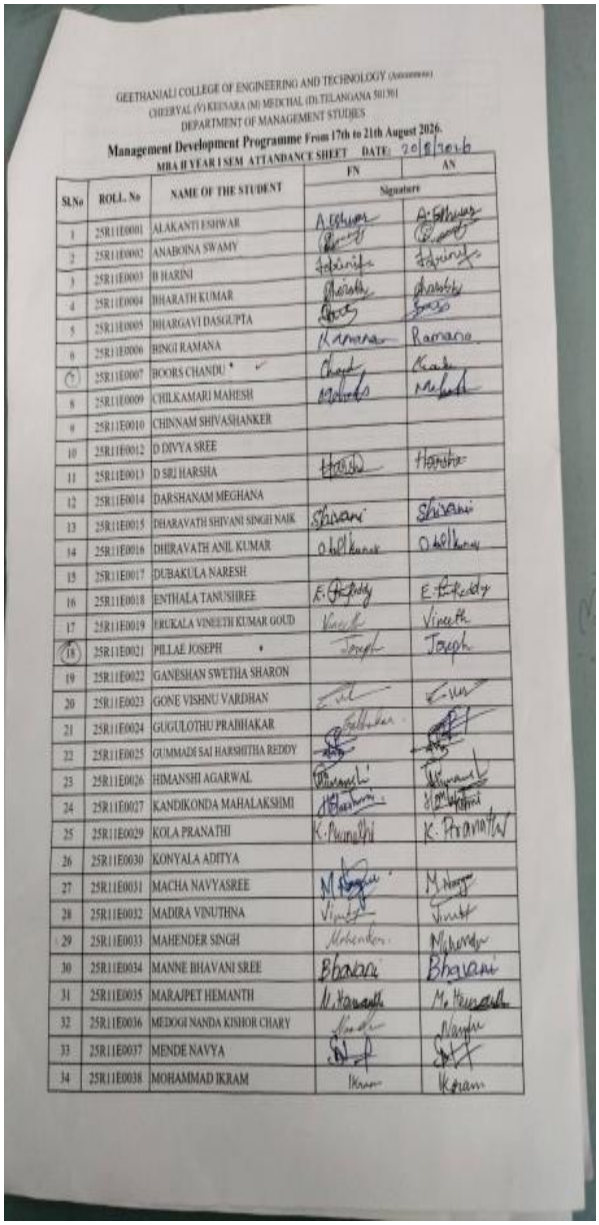
Faculty found the practical examples and discussion on internships, live projects, consultancy and collaborative research particularly relevant.

Organizing Team Members

Name	Role	Responsibility
Dr. B. Shravani	Head of the Department	Academic guidance and overall support
K Bhavana	Assistant Professor	Event Coordinator
K Mamatha	Assistant Professor	Event Coordinator





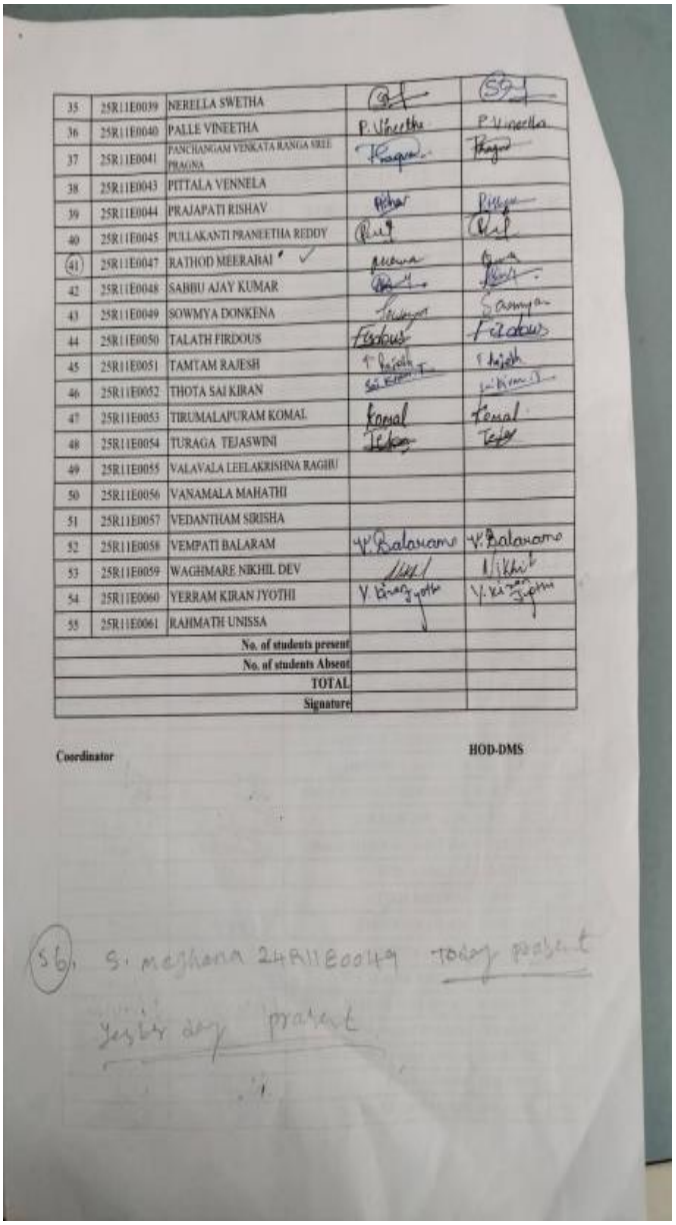


GEETHANJALI COLLEGE OF ENGINEERING AND TECHNOLOGY (Autonomous)
CHEERYAL (V) KEESARA (M) MEDCHAL (D) TELANGANA 501301
DEPARTMENT OF MANAGEMENT STUDIES

Management Development Programme From 17th to 21th August 2026.

MBA II YEAR I SEM ATTANDANCE SHEET DATE: 20/8/2026

Sl.No	ROLL. No	NAME OF THE STUDENT	FN	AN
			Signature	
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		No. of students present		
		No. of students Absent		
		TOTAL		
		Signature		

Coordinator **HOD-DMS**

56. S. meghana 24R11E0049 Today present
Yesterday present

Geethanjali College of Engineering and Technology

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Sy. No: 33 & 34, Cheeryal (V), Keesara (M), Medchal Telangana – District, 501301

Department of Management of Studies

- **Management Development Programme From 17th to 21st August 2026.**

Faculty list

Date: 20/8/2026

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2	Dr.K. Sharath Babu	Professor	
3	K.Naupal Reddy	Sr. Assistant Professor	
4	K.Lavanya	Sr. Assistant Professor	
5	Shainaz Beguan	Assistant Professor	
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7	V.Bhavani	Assistant Professor	
8	G.Vijaya Lakshimi	Assistant Professor	
9	K.Bhavana	Assistant Professor	
10	M. Naga Sulochana	Assistant Professor	
11	K.Mamatha	Assistant Professor	
12	G.Mounika	Assistant Professor	
13	P. Gayatri	Assistant Professor	

20/8/26

HoD-DMS

Day 4 – Session 8 – Afternoon

Title of the Session	IPR for Management Faculty: Research & Commercialisation
Date	20 August 2026
Time / Duration	1:00 P.M. – 4:00 P.M. / 3 Hours
Mode	Offline
Venue	Pharmacy Block 1, Third Floor Seminar Hall
Activity Category	Faculty Development / Awareness Activity
Resource Person	Dr. B. Shravani
Institution / Affiliation	Associate Professor & HoD, Department of Management Studies, GCET
Participation	77 (Students: 44; Staff: 13; External: 20)



Objective of the Activity

To build awareness of IPR as intellectual capital and explain the pathway from research and innovation to protection, validation, commercialization and revenue generation.

Brief Description of the Activity

The session introduced Intellectual Property as creations of the mind and Intellectual Property Rights as legal protections granted to creators. The five key pillars—patents, copyrights, trademarks, designs and trade secrets—were discussed along with the Indian IPR legal framework.

The session highlighted the relevance of IPR to management faculty whose outputs may include business models, management frameworks, HR, marketing and financial models, case studies, processes and digital tools. A research-to-commercialization pathway from Research to Innovation, IPR Protection, Validation/Market Testing, Commercialization and Revenue was demonstrated using practical examples. Patentability criteria and the publication-patent dilemma were discussed, followed by university technology-transfer cases such as Gatorade and PageRank. Licensing, valuation, patents versus trade secrets and classroom integration of IPR were also covered.

Key Highlights

- Five pillars of IP
- Indian IPR legal framework
- Research-to-commercialization pathway
- Patentability and publication-patent dilemma
- Licensing, valuation and technology transfer

Outcome of the Activity

- Enhanced understanding of IPR
- Improved awareness of protection requirements
- Clarity on commercialization pathways
- Awareness of licensing and technology-transfer options

Feedback / Reflection

Participants appreciated the practical case studies and the clear research-to-commercialization pathway, especially the importance of timely protection before publication.

Organizing Team Members

Name	Role	Responsibility
Dr. B. Shravani	Head of the Department	Academic guidance and overall support
K Bhavana	Assistant Professor	Event Coordinator
K Mamatha	Assistant Professor	Event Coordinator

Photographs / Screenshots







GEETHANJALI COLLEGE OF ENGINEERING AND TECHNOLOGY (Autonomous)
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55	25R11E0061	RAHMATH UNISSA		
		No. of studnts present		
		No. of students Absent		
		TOTAL		
		Signature		

Coordinator

HOD-DMS
HOD
DEPARTMENT OF MANAGEMENT STUDIES
Geethanjali College of Engineering & Technology (Autonomous)
Cheryal (V), Kesara (M), Medchal (D), Telangana, 501301

Day 5 – Session 9 – Forenoon

Title of the Session	Rethinking, Learning, Employability & Research
Date	21 August 2026
Time / Duration	9:30 A.M. – 12:30 P.M. / 3 Hours
Mode	Offline
Venue	Block I,III floor seminar hall
Activity Category	Concluding Technical Session
Resource Person	Dr R.Prashanth Kumar
Institution / Affiliation	School of Management Studies University of Hyderabad
Participation	138



Objective of the Activity

To connect continuous learning, employability, career preparedness and research-oriented thinking in the context of changing professional and technological environments.

Brief Description of the Activity

The concluding session brought together learning, employability, career preparedness and research orientation. Participants were encouraged to rethink conventional approaches to learning and to view professional development as a continuous process. The discussion emphasized relevant competencies, adaptability, communication, analytical ability, problem-solving, continuous

upskilling and readiness to respond to changing workplace expectations. Research-oriented thinking was connected with problem identification, evidence-based learning, critical analysis and solution development. The session encouraged participants to connect academic learning with career development and professional growth and to identify ways of integrating learning, skill development and research. Within the wider MDP, the session provided a reflective and future-oriented conclusion by reinforcing continuous development, adaptability, employability and inquiry as foundations for remaining relevant in a rapidly changing professional environment.

Key Highlights

- Continuous and purposeful learning
- Employability and career preparedness
- Transferable skills and adaptability
- Research-oriented thinking
- Academic learning linked with professional growth

Outcome of the Activity

- Greater awareness of continuous learning
- Improved understanding of employability development
- Stronger research-oriented thinking
- More proactive approach to professional development

Feedback / Reflection

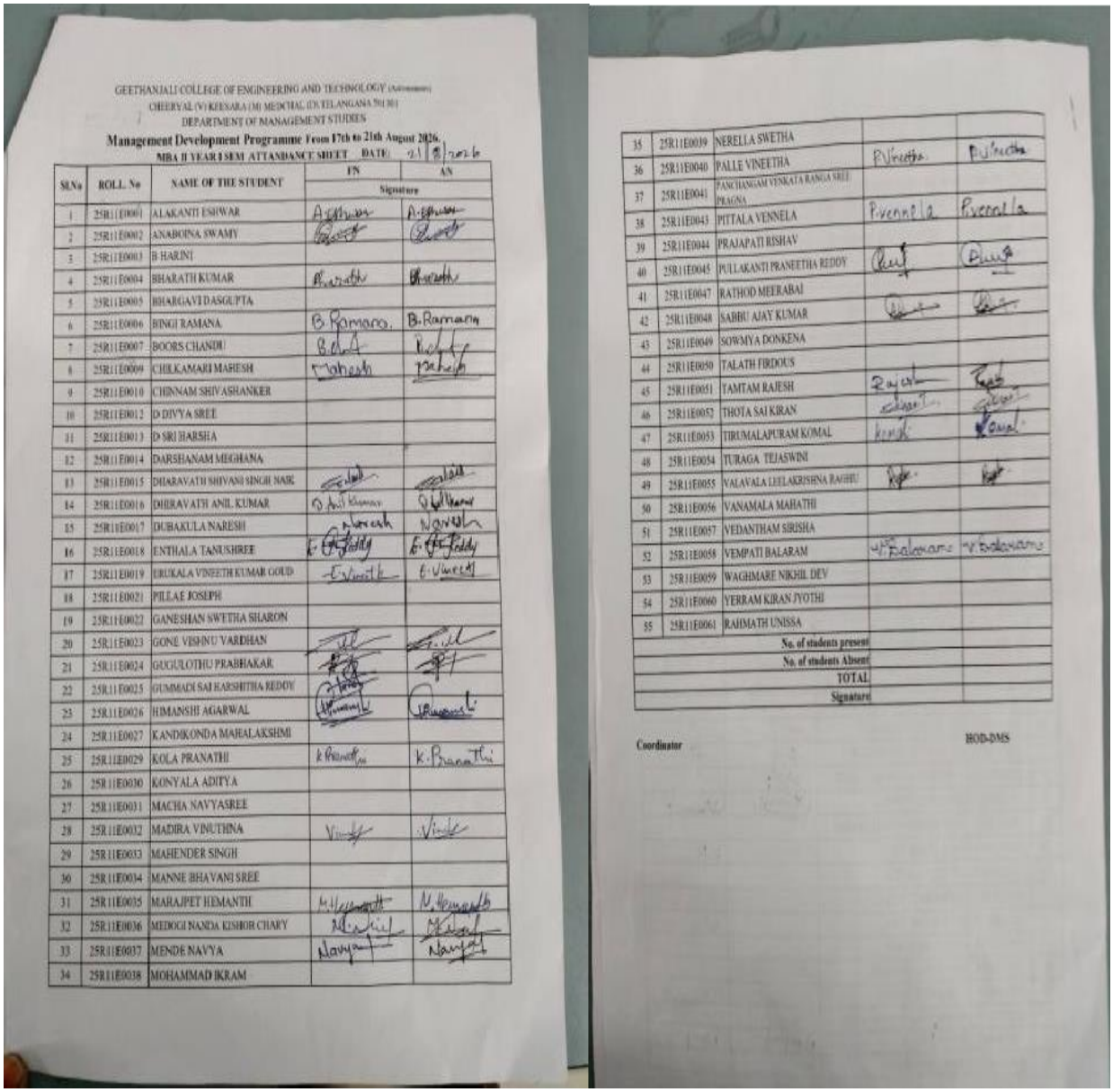
The session provided a meaningful concluding perspective and encouraged participants to connect continuous learning, employability and research with long-term professional growth.

Organizing Team Members

Name	Role	Responsibility
Dr. B. Shravani	Head of the Department	Academic guidance and overall support
K Bhavana	Assistant Professor	Event Coordinator
K Mamatha	Assistant Professor	Event Coordinator







GEETHANJALI COLLEGE OF ENGINEERING AND TECHNOLOGY (Autonomous)
CHEERYAL (V) KEESARA (M) MEDCHAL (D) TELANGANA 501 301
DEPARTMENT OF MANAGEMENT STUDIES

Management Development Programme From 17th to 21th August 2026.

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		Signature		

Coordinator

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Sy. No: 33 & 34, Cheeryal (V), Keesara (M), Medchal Telangana – District, 501301

Department of Management of Studies

- **Management Development Programme From 17th to 21st August 2026.**

Faculty list

Date: 21/8/2026

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10	M. Naga Sulochana	Assistant Professor	
11	K.Mamatha	Assistant Professor	
12	G.Mounika	Assistant Professor	
13	P. Gayatri	Assistant Professor	

HoD-DMS

Day 5 – Session 10 – Afternoon

Title of the Session	From Classroom to Startup: Building Innovation Mindsets in the AI Era – A Faculty Roadmap for Developing Student Entrepreneurs
Date	21 August 2026
Time / Duration	1:00 P.M. – 4:00 P.M. / 3 Hours
Mode	Offline
Venue	Block I, III Floor, Room No. 311
Activity Category	Self-Driven / Department Activity
Resource Person	Prof. A. Patrick
Institution / Affiliation	Professor, Department of Commerce, Osmania University, Hyderabad
Participation	63 (Students: 28; Staff: 13; External: 22)



Objective of the Activity

To build an innovation mindset in the AI era and provide faculty with a practical roadmap for guiding students from classroom learning to problem discovery, innovation, validation and venture creation.

Brief Description of the Activity

The session presented a practical roadmap for moving beyond examination-oriented education towards problem discovery, innovation and entrepreneurship. The resource person introduced eight traits of an innovation mindset—curiosity, creativity, critical thinking, empathy, experimentation, resilience, technology literacy and entrepreneurial thinking—and distinguished meaningful innovation from invention by focusing on problems, useful solutions and viable models. Faculty were introduced to the Problem-People-Pain-Present Solution-Possibility framework, the 7-Day Problem Hunt, Jobs-to-Be-Done and an eight-stage roadmap from Awareness through Pitch & Launch. Additional classroom frameworks included the 5C Model, Faculty 3M Framework, Three Boxes model, interdisciplinary entrepreneurship and examination-to-innovation questioning. The session also addressed ethical AI entrepreneurship through the Responsible Startup Test and practical assignments such as the ₹10,000 Innovation Challenge. Faculty were encouraged to make time-bound action commitments.

Key Highlights

- Innovation mindset and eight traits
- Problem-discovery framework
- 7-Day Problem Hunt and Jobs-to-Be-Done

- Eight-stage Faculty Roadmap
- Responsible Startup Test and practical innovation assignments

Outcome of the Activity

- Improved understanding of innovation mindset
- Practical roadmap for mentoring student entrepreneurs
- Ready-to-use classroom innovation tools
- Awareness of ethical AI entrepreneurship
- Action-oriented faculty commitments

Feedback / Reflection

The framework-driven session provided practical approaches for embedding innovation and entrepreneurship into classroom teaching and mentoring.

Organizing Team Members

Name	Role	Responsibility
Dr. B. Shravani	Head of the Department	Academic guidance and overall support
K Bhavana	Assistant Professor	Event Coordinator
K Mamatha	Assistant Professor	Event Coordinator



Attendance



Geethanjali College of Engineering and Technology

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HoD-DMS

Head

DEPARTMENT OF MANAGEMENT STUDIES

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GEETHANJALI COLLEGE OF ENGINEERING AND TECHNOLOGY (Autonomous)
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27	25R11E0031	MACHA NAVYASREE		
28	25R11E0032	MADIRA VINUTHNA		
29	25R11E0033	MAHENDER SINGH		
30	25R11E0034	MANNE BHAVANI SREE		
31	25R11E0035	MARAJPET HEMANTH	M.Hemanth	M.Hemanth
32	25R11E0036	MEDDAD NANDA KISHOR CHARY	M.Nanda	M.Nanda
33	25R11E0037	MENDE NAVYA	Navya	Navya
34	25R11E0038	MOHAMMAD IKRAM		
35	25R11E0039	NERELLA SWETHA		
36	25R11E0040	PALLE VINEETHA	P.Vineetha.	P.Vineetha.
37	25R11E0041	PANCHANGAM VENKATA RANGA SREE PRAGNA		
38	25R11E0043	PITTALA VENNELA	P.vennela.	P.vennela.
39	25R11E0044	PRAJAPATI RISHAV		
40	25R11E0045	PULLAKANTI PRANEETHA REDDY		
41	25R11E0047	RATHOD MEERABAI		
42	25R11E0048	SABBU AJAY KUMAR		
43	25R11E0049	SOWMYA DONKENA		
44	25R11E0050	TALATH FIRDOUS		
45	25R11E0051	TAMTAM RAJESH	Rajesh	Rajesh
46	25R11E0052	THOTA SAI KIRAN		
47	25R11E0053	TIRUMALAPURAM KOMAL	Komal	Komal
48	25R11E0054	TURAGA TEJASWINI		
49	25R11E0055	VALAVALA LEELAKRISHNA RAGHU	Raghu	Raghu
50	25R11E0056	VANAMALA MAHATHI		
51	25R11E0057	VEDANTHAM SIRISHA		
52	25R11E0058	VEMPATI BALARAM	V.Balaram	V.Balaram
53	25R11E0059	WAGHMARE NIKHIL DEV		
54	25R11E0060	YERRAM KIRAN JYOTHI		
55	25R11E0061	RAHMATH UNISSA		
		No. of students present		
		No. of students Absent		
		TOTAL		
		Signature		

Coordinator

HOD-DMS
Head
DEPARTMENT OF MANAGEMENT STUDIES
Geethanjali College of Engineering & Technology (Autonomous)
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Outcomes

- Enhanced awareness of AI applications in research, learning, management and business transformation.
- Improved understanding of practical AI research tools, literature workflows and statistical analysis.
- Strengthened critical AI literacy and responsible use of AI-assisted outputs.
- Improved awareness of Responsible AI principles and organisational governance.
- Enhanced awareness of future employability requirements and professional competencies.
- Greater understanding of industry collaboration, experiential learning, research, consultancy and curriculum relevance.
- Improved awareness of IPR and research-to-commercialization pathways.
- Development of practical innovation and entrepreneurship mentoring approaches.



PO/PSO Mapping

PO 1	PO 2	PO 3	PO 4	PO 5	PSO1	PSO 2
✔	✔	✔	✔	✔	✔	✔

The consolidated MDP supports management knowledge, analytical and problem-solving capability, application of modern tools, professional and ethical awareness, functional management competencies and research/innovation orientation. The supplied programme-level record maps the MDP across PO1–PO5 and PSO1–PSO2.

SDG Mapping

SDG 4	SDG 5	SDG 8	SDG 9	SDG 10	SDG 12	SDG 17
✔	–	–	✔	–	–	–

The programme has clear relevance to SDG 4 (Quality Education), SDG 8 (Decent Work and Economic Growth), SDG 9 (Industry, Innovation and Infrastructure).

Overall Feedback and Reflection

The daywise reports describe the MDP as informative, practical and relevant to contemporary academic and professional requirements. Participants valued practical AI research tools, structured research resources, real-world Responsible AI cases, future-skill perspectives, industry interaction, IPR commercialization guidance and innovation/entrepreneurship frameworks. A recurring emphasis was that technology should strengthen human judgement, critical thinking, responsible practice and practical application rather than replace them.

Media / Social Media Record

The supplied daywise reports record an institute social-media post associated with the programme and specify that pre-activity and post-activity screenshots should be retained for institutional submission. The reports provide the social-media reference but do not contain a separate embedded screenshot of the post in the supplied records.