

15th Nov 2021

To
The Director
AIMBA, Sangamner

Sub: Two Days Workshop Report on **Intellectual Property Rights**

Dear Sir,

I am writing this report to provide an overview of the two-day workshop on Intellectual Property Rights (IPR) conducted at our institute during 13th-14th Nov 2021. The workshop aimed to enhance the knowledge and awareness of MBA students regarding the importance and intricacies of intellectual property protection in the business world. The workshop was organized as part of our commitment to providing a holistic education experience and equipping students with relevant industry insights.

1. Workshop Objectives: The primary objectives of the workshop were as follows: a. To introduce the concept of Intellectual Property Rights and its significance in business. b. To create awareness about different forms of intellectual property, including patents, copyrights, trademarks, and trade secrets. c. To discuss the legal framework and procedures for protecting intellectual property. d. To highlight the role of intellectual property in fostering innovation and competitiveness. e. To provide practical insights and case studies related to intellectual property in various industries. f. To encourage students to consider intellectual property strategies in their future entrepreneurial endeavors.

2. Workshop Agenda: The workshop was structured over two days, comprising a series of interactive sessions, presentations, case discussions, and hands-on activities. The agenda for each day was as follows:

Day 1:

- Introduction to Intellectual Property Rights and its relevance in the business landscape.
- Overview of different types of intellectual property and their characteristics.
- Understanding the legal aspects of intellectual property protection.
- Case studies on successful intellectual property strategies in various industries.
- Interactive discussions and Q&A sessions.

Day 2:

11/11/2021

NOTICE

All the **MBA 1st year students** hereby informed that the institute has organized a Two Days Workshop on "Intellectual Property Rights on 13-14th Nov 2021. The details of the program are as given below :


Two Days Workshop
On
"Intellectual Property Rights"

Date: 13th & 14th Nov 2021

Timing: 9.30 am to 3.30 pm

Venue: Seminar Hall

Institute dress code is must. Kindly note.


Dr. R.B. Gawali
Coordinator-Learning & Development


Dr. B.M. Londhe
Director

Amrutvahini Institute of Management & Business Administration
Nashik-Pune Highway, Ghulewadi, Sangamner: 422608

Two Days Workshop

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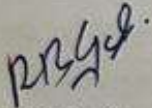
Venue: Seminar Hall

Workshop Schedule

Day 1 13/11/2021	Session I 10.30 am to 12.30 am	Session II 1.30 pm to 3.00 pm
	“Introduction To Intellectual Property Rights” By Bharati Dole IPR Expert Pune	“Case Studies on IPR in Various Industries” By Bharati Dole IPR Expert Pune
Day 2 14/11/2021	Session III 10.30 am to 12.30 am	Session IV 1.30 pm to 3.00 pm
	“Patents, Copyrights, Trademarks & Trade marks” By Advt H.R. Deochakke Sangamner	“Practical insights into the process of filing and obtaining patents” By Eknath Bayas Asstt Professor Amrutvahini Engineering Sangamner

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participation and stimulated critical thinking. We believe that the knowledge and skills gained during the workshop will benefit the participants in their future careers and entrepreneurial endeavors.



Dr. R.B. Gawali
Coordinator-Learning & Development

CC to : Sanstha Office

27/11/2022

To
The Director
AIMBA, Sangamner

Subject: Report on Two-Day Workshop on Research Methodology

Dear Sir,

I am pleased to present a report on the two-day workshop on Research Methodology conducted at our MBA Institute on 25th -26th Nov 2022. The workshop aimed to equip MBA students with the necessary knowledge and skills to conduct research effectively, enabling them to pursue rigorous academic research and make informed business decisions based on sound research practices.

1. Workshop Objectives: The primary objectives of the workshop were as follows: a. To introduce students to the fundamental concepts and principles of research methodology. b. To familiarize students with various research designs, data collection methods, and analysis techniques. c. To provide practical guidance on developing research proposals and conducting literature reviews. d. To enhance students' understanding of statistical analysis and data interpretation. e. To foster critical thinking and analytical skills necessary for conducting robust research. f. To encourage students to apply research methodologies to real-world business problems.

2. Workshop Agenda: The workshop was designed as an interactive and hands-on learning experience, comprising a combination of lectures, discussions, and practical exercises. The agenda for each day was as follows:

Day 1:

- Introduction to Research Methodology: Overview of research objectives, types of research, and the research process.
- Research Design: Understanding various research designs, including quantitative, qualitative, and mixed methods.
- Data Collection Methods: Exploring primary and secondary data collection methods, surveys, interviews, observations, and case studies.
- Introduction to Sampling Techniques: Understanding sampling methods and their application in research studies.

- Practical exercises and case studies to reinforce concepts.

Day 2:

- **Data Analysis Techniques:** Introduction to statistical analysis, including descriptive and inferential statistics.

- **Statistical Software:** Hands-on training on statistical software tools commonly used in research analysis.

- **Interpretation of Research Findings:** Understanding how to interpret research results and draw meaningful conclusions.

- **Research Proposal Development:** Guidelines and best practices for developing a comprehensive research proposal.

- **Ethical Considerations in Research:** Exploring ethical guidelines and considerations in conducting research.

- Closing remarks and feedback session.

3. **Workshop Facilitators:** The workshop featured experienced faculty members and industry experts with a strong background in research methodology and extensive practical knowledge. Their expertise in the field of research provided participants with valuable insights and guidance throughout the workshop.

4. **Participant Engagement:** The workshop witnessed enthusiastic participation from MBA students, who actively engaged in discussions, asked insightful questions, and shared their experiences related to research. The practical exercises and case studies encouraged participants to apply the concepts learned and gain a hands-on understanding of research methodology.

5. **Key Takeaways:** The workshop provided several key takeaways for the participants, including:

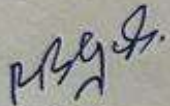
- a. A comprehensive understanding of research methodology and its application in business contexts.
- b. Knowledge of different research designs and data collection methods suitable for various research objectives.
- c. Skills in data analysis techniques and statistical software tools commonly used in research studies.
- d. Ability to critically evaluate research findings and draw meaningful conclusions.
- e. Proficiency in developing research proposals that adhere to ethical guidelines.
- f. Enhanced critical thinking and analytical skills necessary for conducting rigorous research.

6. **Feedback and Evaluation:** Feedback surveys were distributed at the end of the workshop to gather participants' feedback on various aspects of the event. The feedback received was overwhelmingly positive, with participants expressing their satisfaction with the workshop.

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content, delivery, and overall organization. Participants appreciated the interactive nature of the workshop and the practical exercises that allowed them to apply their learning.

7. Conclusion: The two-day workshop on Research Methodology successfully provided MBA students with a solid foundation in research practices and methodology. The event facilitated a collaborative learning environment



Dr. R.B. Gawali
Coordinator-Learning & Development

CC to : Sanstha Office