



**AURORA** DEEMED  
TO BE  
**UNIVERSITY**

AURORA HIGHER EDUCATION  
AND RESEARCH ACADEMY

SIX DAY  
FACULTY DEVELOPMENT  
PROGRAM ON

# EMPOWERING ENTREPRENEURS

UNLOCKING POTENTIAL, FOSTERING  
INNOVATION, DRIVING GROWTH

26<sup>th</sup> - 31<sup>st</sup> August 2024

Organized by  
School of Commerce and Management

## The Aurora Group

Since its establishment in 1989, the Aurora Group has been at the forefront of quality education, dedicated to providing students with an unmatched learning journey that extends far beyond traditional classroom boundaries. Our core mission is to cultivate global citizens equipped with the skills and knowledge essential for success in today's rapidly evolving world. Renowned for our commitment to excellence, innovation and creativity, Aurora stands as a premier institution in professional education. We offer a diverse array of Undergraduate and Postgraduate programs spanning Architecture, Arts, Commerce, Computer Applications, Engineering, Fine Arts, Law, Management Studies and Sciences. With an annual enrollment approaching 4000 students and a vibrant community of over 12,000 learners across our 14 campuses, we take pride in having empowered nearly one lakh alumni who are making significant contributions worldwide. Our dedicated team of 1500 professionals remain steadfast in its mission to continually enhance the quality of our educational offerings, ensuring that Aurora maintains its position at the pinnacle of academic distinction.

## The University

Aurora, Deemed-to-be-University, established under section 03 of the UGC Act 1956 in 2022, stands as the premier Multi-disciplinary Education and Research-Intensive University in Telangana. Offering a comprehensive array of Undergraduate, Postgraduate and Doctoral programs spanning diverse disciplines across four schools, Aurora is committed to empower students with the skills, knowledge and competencies to excel in their respective fields and make significant contribution to the society. At the heart of our educational ethos lies a steadfast dedication to cutting-edge research, innovation, entrepreneurship and a global perception, ensuring an unparalleled academic journey. Our distinguished faculty comprises of renowned scholars, researchers and industry experts committed to nurture academic excellence and intellectual curiosity. With their treasure of experience and expertise, they enrich the learning environment and foster professional growth. The University epitomizes a commitment to academic distinction, research and innovation, setting a standard for excellence in higher education within the region and beyond.

## The School

The School of Commerce & Management offers an expansive selection of courses tailored to the dynamic landscape of business, finance, commerce and management. With an unwavering commitment to cultivating industry-relevant skills and competencies, our School delivers a transformative educational journey, priming students for prosperous careers across various domains. Whether specializing in accounting, finance, or business management, our cutting-edge programs arm students with the knowledge, skills, and practical experience essential for success in their chosen fields.

Through a blend of experiential learning, strategic industry partnerships, and the expertise of our world-class faculty, we empower students to emerge as trailblazers and visionaries in the swiftly evolving realms of business, entrepreneurship, and finance. Our mission is to nurture business acumen and leadership prowess among our students. Grounded in practical learning and real-world application, our programs imbue graduates with the prowess to thrive in diverse sectors including finance, marketing, human resources, and entrepreneurship.

Through engaging lectures, immersive case studies, and collaborative ventures with industry leaders, students develop a profound comprehension of business fundamentals, strategic management principles, and ethical frameworks. Our ultimate objective is to foster dynamic leaders and innovative thinkers poised to catalyze economic progress and effect positive societal change. At the School of Commerce and Management, we are dedicated to shaping the future trailblazers of the global business landscape.

## ATAL Academy

The AICTE Training and Learning (ATAL) Programme is an initiative by AICTE that envisions empowering faculty to achieve goals of higher education such as access, equity, and quality with accountability and affordability.

The primary objective of the ATAL Academy is to plan and help in imparting quality technical education in the country and to support technical institutions in fostering research, innovation and entrepreneurship through training. It provides a variety of opportunities for training and exchange of experiences such as workshops, orientation, learning communities, peer monitoring and FDPs.

The academy understands that there is a need of the day to train the young generation in skill sector and having the faculty trained in their respective disciplines. Training is required for increasing the knowledge and skills of students to make them more employable to acquire global competencies. It also transforms them to harmonize with society and most importantly to make them good citizens of the country.

### About the FDP

India, currently ranked as the world's fifth largest economy, is one of the fastest growing major economies and will be a \$5 trillion economy very soon. One of the key driving forces of this growth is the country's entrepreneurial ecosystem. India has emerged as a global leader on Entrepreneurial landscape, ranking second among 49 economies according to Global Entrepreneurship Monitor (GEM) 2023-2024 Report. The present FDP aims to nurture entrepreneurial mindset among the present generation of students by equipping the faculty members with the latest knowledge, tools, and methodologies related to entrepreneurship education; and developing entrepreneurship curricula that are relevant to the evolving needs of the industry and society. The program aims to provide the participants an enriching experience that combines theoretical insights with practical applications, led by industry experts and successful entrepreneurs.



## Objectives of the FDP

### Increased Knowledge

Comprehend fundamental entrepreneurship concepts, including innovation, risk-taking, and business ethics; analyze the theoretical frameworks of entrepreneurship and apply various entrepreneurship theories to real-world scenarios. Gain insights into the key components and stakeholders of start-up ecosystems and their roles in fostering entrepreneurship.

### Enhanced Skills

Identify and evaluate potential business opportunities using structured frameworks and tools, conduct market research and validate business ideas. Develop and refine business models. Acquire skills in financial planning, budgeting, and securing funding for start-ups. Understand the legal requirements and considerations in starting and running a business.

### Improved Teaching Capabilities

Design comprehensive entrepreneurship courses that cover both theoretical and practical aspects, develop strategies to engage students through experiential learning activities, learn to effectively integrate case studies and real-world examples into teaching to illustrate key concepts and design assessments that accurately measure students' understanding and application of entrepreneurship principles.

### Constructive Impact on Institutions

Contribute to building robust entrepreneurship ecosystems within institutions by fostering collaborations, implement initiatives that drive innovation and contribute to the economic growth of their institutions and surrounding communities. Promote entrepreneurial activities that address societal challenges, leading to positive social change and community development, establish networks with other educators and entrepreneurs, facilitating the exchange of knowledge and best practices.

## Outcomes of FDP

Participants will gain a deeper understanding of entrepreneurship concepts, theories, and practices, as well as the dynamics of start-up ecosystems.

Participants will develop practical skills in areas such as opportunity identification, business model development, market validation, financial management, and legal aspects of entrepreneurship.

Participants will be better equipped to design and deliver entrepreneurship courses, integrate real-world examples and case studies, and engage students in experiential learning activities.

The knowledge, skills, and networks gained by participants will contribute to the development of vibrant entrepreneurship ecosystems within their institutions, fostering innovation, economic growth, and societal impact.

## Who can participate?

Assistant Professors/Associate Professors/Professors/Ph.D. Scholars/PG students from higher education institutions located within 100 km of our university. Participants should be nominated by the respective Heads of Institutions. The number of participants is limited to 50 only.

## Registration Details

Registration Fee: Free – first come first serve basis

Mode of delivery: Offline

Participants can sign up and register for the program in AICTE-ATAL website.

Website Links: <https://www.aicte-india.org/atal> or <https://atalacademy.aicte-india.org/signup>



## Participant Evaluation

Candidates would be eligible to receive a certificate upon achieving at least 70% cumulated weightage in the following aspects in the weightage mentioned.

S.No	Criteria	Description	Individual / Team	Weightage (%)
1	Attendance (minimum 80% attendance essential)	100 % attendance	Individual	20
2	Assessment (One)	Combination of MCQs/short answer type/reasoning based etc.	Individual	10
3	2 Page Article Summary	Per team	Team & Individual	30
4	Output of practical sessions	Hands on training sessions	Individual	15
5	Report/outcome of Industrial visit	At the last session	Team	10
6	Reflective Journal	At the last session	Individual	15

## Program Contents

Fostering Innovation: Inspiring Entrepreneurial Excellence in Academia, Opportunity Recognition, Idea Generation

Business Model Canvas & Lean Startup Methodology

Funding & Financial Management for Start-ups

Legal & Regulatory Aspects of Entrepreneurship

Entrepreneurial qualities for building a Strong Entrepreneurial Ecosystem

Entrepreneurial Marketing

National Education Policy(2020) Implementation

# Program Schedule

## Day-1 (26-08-2024)

### Entrepreneurial Excellence in Academia, Idea Generation

- 09:00 - 09:30 **Inauguration**  
Dr. R. Hafeez Basha, CEO A-HUB, Advisor, Engineering Staff College of India
- 09:30 - 12:00 **Session-1: Fostering Innovation: Inspiring Entrepreneurial Excellence in Academia**  
Prof. S.Venkataramanaiah, Professor, IIM-Lucknow
- 12:00 - 01:00 **Article Discussion**
- 01:00 - 02:00 **Lunch**
- 02:00 - 04:30 **Session-2: Opportunity Recognition & Idea Generation**  
Mr. Rajesh Pershad, Assistant Professor, Ashoka School of Business
- 04:30 - 05:30 **Hands on training session**

## Day-2 (27-08-2024)

### NEP Implementation & Business Model Development

- 09:30 - 12:00 **Session-3: NEP (2020) Implementation**  
Prof. Ramakrishna Yalamanchili, Professor, Institute of Public Enterprise
- 12:00 - 01:00 **Article Discussion**
- 01:00 - 02:00 **Lunch**
- 02:00 - 04:30 **Session-4: Business Model Development using Canvas**  
Mr. ISV Satya Kedar, CEO, KASE
- 04:30 - 05:30 **Hands on training session**

## Day-3 (28-08-2024)

### Financial Management for Startups and Lean Startup Methodology

- 09:30 - 12:00 **Session-5: Financial Planning, Forecasting and Risk Management**  
CA Jagapathiv Babu, Chartered Accountant and Proprietor, Jagapathi and Associates
- 12:00 - 01:00 **Article Discussion**
- 01:00 - 02:00 **Lunch**
- 02:00 - 04:30 **Session-6: Lean Startup Methodology**  
Dr. Nandita Sethi, Founder & MD, The Entrepreneur Zone
- 04:30 - 05:30 **Hands on training session**

## Day-4 (29-08-2024)

### Entrepreneurial Marketing, MVP and funding

- 09:30 - 12:00 **Session-7: Entrepreneurial Marketing**  
Dr. Rajesh Itamalla, Assistant Professor, IIT Hyderabad
- 12:00 - 01:00 **Article Discussion**
- 01:00 - 02:00 **Lunch**
- 02:00 - 04:30 **Session-8: MVP Building and Access to Funding**  
Mr. Santosh Thota, CEO, Personaliz.ai
- 04:30 - 05:30 **Hands on training session**

## Day-5 (30-08-2024)

### Legal & Regulatory Aspects of Entrepreneurship

- 09:30 - 12:00 **Session-9: Business Entity Formation and Intellectual Property Protection**  
Dr. Sharath Chandra Aduri, Founder, Cross Family Health Care & Scala Dental Care
- 12:00 - 01:00 **Hands on training session**
- 01:00 - 01:30 **Lunch**
- 01:30 - 05:30 **Industrial Visit**

## Day-6 (31-08-2024)

### Entrepreneurial qualities for building a Strong Entrepreneurial Ecosystem

- 09:30 - 12:00 **Session-10: Entrepreneur qualities for Technical Business**  
Dr. Lalit Singh, Senior Scientist, Head, Artificial Intelligence Applications, Bhabha Atomic Research Centre, Department of Atomic Energy, Govt. of India
- 12:00 - 01:00 **Article Summary**
- 01:00 - 02:00 **Lunch**
- 02:00 - 04:00 **MCQ & Reflective Journal**
- 04:00 - 05:00 **Valedictory Session**  
Dr. A. Srihari Krishna, Honorary Director, Datta Meghe Institute of Higher Education and Research

## Chief Patrons

**Dr. Varanasi Ram Madhav**, Chancellor, Aurora Higher Education and Research Academy

## Patrons

**Dr. Veeranna Bommakanti**, Vice Chancellor, Aurora Higher Education and Research Academy

**Dr. Y.L. Sreenivas**, Pro-Vicechancellor, Aurora Higher Education and Research Academy

**Dr. Srilatha Chepure**, Registrar, Aurora Higher Education and Research Academy

## Convener & Coordinator

**Dr. P. S. Subha Pradha**

Professor & Dean, School of Commerce and Management, Aurora Higher Education and Research Academy

## Co-Coordinator

**Dr. Anees Sulthana**

Associate Professor & HoD, Department of Management Studies, Aurora Higher Education and Research Academy

## Advisory Committee

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**Ms. K. Hari Chandana Devi**, Asst Professor, Dept. of Management Studies, Aurora Higher Education and Research Academy

**Ms. A. Meena Yadav**, Asst Professor, Dept. of Management Studies, Aurora Higher Education and Research Academy

**Mr. M. Mahesh Kumar**, Student, Freshman Year, MBA, Aurora Higher Education and Research Academy

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**Mr. Thatipamula Sravan**, Student, Freshman Year, MBA, Aurora Higher Education and Research Academy

**Mr. Stephen Das**, Student, Freshman Year, MBA, Aurora Higher Education and Research Academy

**Mr. Ambati Vijay Vikas Chandra**, Student, Freshman Year, MBA, Aurora Higher Education and Research Academy

**Mr. Ambati Sai Chetan**, Student, Freshman Year, MBA, Aurora Higher Education and Research Academy

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## Contact

**Dr. P. S. Subha Pradha**

Professor & Dean, School of Commerce and Management

+91 9100000144

deansocm@aurora.edu.in

**Dr. Anees Sulthana**

Associate Professor & HoD, Department of Management Studies

+91 9100000131

aneessulthana@aurora.edu.in

hodmba@aurora.edu.in



**AURORA HIGHER EDUCATION AND RESEARCH ACADEMY**

Uppal, Hyderabad, Telngana - 500098.  
+91 9100123456, [aurora.edu.in](http://aurora.edu.in)