

**5 days Online
Management Development
Program(MDP)
on**

**Exploring Entrepreneurial
Opportunities &
Start-Up Avenues**



**29th FEBRUARY 2024
to
4th MARCH 2024**



Google Meet

Organized by

DEPARTMENT OF MANAGEMENT STUDIES



**COIMBATORE INSTITUTE OF TECHNOLOGY
Avinashi road, Coimbatore-641014**

REGISTRATION FORM

Participants interested to attend this programme should register online in the link below:

<https://forms.gle/YMbU8rpSrlHumVDSA>

SCAN QR CODE FOR REGISTRATION



PAYMENT DETAILS

Registration fee - Rs. 500

Participants from CIT - Rs. 50

Account Name : TRAINING AND
CONSULTANCY

Bank : Indian Bank

Account Number : 6717786188

Branch : Peelamedu

IFSC Code : IDIB000S107

FOR FURTHER INFORMATION

Contact:



Dr. M. Senthil, Professor and Head DoMS, CIT
9443183584

Dr. R. Jayanthi, Coordinator, MDP
7397569530

Dr. T. Sathya Priya, Co- Coordinator, MDP
9791330373

RESOURCE PERSONS

Industry Experts, Start – Up Founders,
Experienced Entrepreneurs and Venture
Capitalists, Renowned Academicians

TARGET AUDIENCE

- Aspiring entrepreneurs • Faculty members,
- Start-up enthusiasts • Research Scholars
- Professionals seeking • Students from higher
entrepreneurial educational Institutes
opportunities
- Anybody interested in venturing into business

IMPORTANT INFORMATION

- 2 sessions per day with a duration of 2 hours per session.
- The MDP will be conducted through Online mode. Join every session 5 minutes before the scheduled timing.
- 90% Attendance is compulsory, and all sessions will be recorded on Google meet.
- Seats are limited and the participants are selected by organizers on first come first serve basis.
- The andragogy of the MDP will include valuable inputs from resource persons and interactive sessions with the participants.
- On completion of the programme, certificate will be provided.

SESSION TIMINGS

- Forenoon: 11.00 am - 1:00 pm
- Afternoon: 2.30 pm - 4.30 pm

ABOUT THE INSTITUTE

The V. Rangasamy Naidu Educational Trust devoted to the cause of promoting technical and Scientific Literacy established Coimbatore Institute of Technology, popularly known as CIT in 1956 with the founder principalship of Shri. P. R. Ramakrishnan, an alumnus of MIT, USA. The institute is affiliated to Anna University, offers Bachelor's, Master's and Doctoral programs in various disciplines.



ABOUT THE DEPARTMENT

The Department of Management Studies at CIT was established in the academic year 2021-22 with a vision to develop MBA graduates with multi-disciplinary skills to compete in the global business arena. The MBA program at CIT is aimed to hone the professional skills required for increasingly complex and dynamic management career requirements. The Department of Management Studies at Coimbatore Institute of Technology endeavours to be a School of Management to nurture highly capable, engaged and ethical leaders with a flair to create dynamic, positive changes in the world of Business and Society.

ABOUT THE MDP

Entrepreneurship is a journey filled with innovation, risk-taking and the pursuit of new horizons. However, the skills, insights and tenacity cultivated during the entrepreneurial journey can open doors to a multitude of opportunities beyond traditional startups. This MDP is designed to provide a brief overview of Start-up opportunities in the selected emerging sectors like Electric Vehicles, Artificial Intelligence, Digital marketing and Defense sector in the current market landscape. It is also aimed at focusing on the Importance of Entrepreneurship in driving Innovation and growth in these sectors. The MDP also aims in exploring some exciting avenues for startup funding.

LEARNING OUTCOMES

Equipping the participants with the knowledge, skills, and mindset necessary for successful entrepreneurship in the industries or sectors that are currently evolving, innovative and ultimately contribute to their personal and professional development as entrepreneurs.

THEME FOR THE FIVE DAYS

- Opportunities in Electrical Vehicle Domain
- Leveraging Artificial Intelligence for Business Innovation
- MSME in Defense Sector/Corridors
- Digital Marketing for accelerating business growth
- Exploring Funding Options for Start-Ups

ORGANIZING COMMITTEE

CHIEF PATRONS

Mr. S. Rajiv Rangasami

Correspondent
CIT Institutions
Coimbatore

Ms. K. Divya Mohana Rajiv

Coordinator
CIT Institutions
Coimbatore

PATRONS

Dr. R. Prabhakar

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Coimbatore

Dr. V. Selladurai

Advisor
CIT Institutions
Coimbatore

PRESIDENT

Dr. A. Rajeswari

Principal
Coimbatore Institute of Technology
Coimbatore

CONVENOR

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Professor and Head
Department of Management Studies, CIT

COORDINATORS

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Associate Professor
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Dr. T. Sathya Priya

Assistant Professor
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