

LOYOLA COLLEGE (AUTONOMOUS)

CHENNAI – 600 034.

Annual Scheme of Events

2019 - 2020

LOYOLA INSTITUTION'S
INNOVATION COUNCIL - LIIC

Events Overview

1. Entrepreneurs Story – Motivation Talk
2. Business Canvas And Student Entrepreneurship Workshop
3. Design Thinking And Critical Thinking Workshop
4. Intellectual Property Rights
5. Industrial Visit
6. Venture Capital & Angel Funding
7. Cyber Security For Business
8. Marketing Strategies For Business
9. Corporate Social Responsibility
10. *Entrepreneurship Summit – **Flagship Event of LIIC***
11. *Start-up Watch – **Flagship Event of LIIC***
12. *Start-up Internship Drive – **Flagship Event of LIIC***

Entrepreneurs Story

Aim:

To motivate students on entrepreneurship by listening to different perspectives of different entrepreneurs

Outline

An interactive event where entrepreneurs will narrate their journey.

Date – 15th November, 2019

MHRD REQUIRED

Business Canvas And Student Entrepreneurship Workshop

Aim

To give students a platform where they can bring innovative ideas and build potentially successful business modules through idea canvassing.

Outline

- What is IIC?
- Student Entrepreneurship – Guest Lecture
- Lean Canvas for students
- Panel Discussion headed by student entrepreneur.

Date – 21st November, 2019

One Day Workshop on Design and Critical Thinking

Aim:

To empathize, ideate, test and solve problems in the real world besides developing critical thinking and quick decision making skills.

Outline:

An innovative workshop, which is a calculated combination of lectures, case studies and problem solving/critical thinking activities

Date – 29th November, 2019

Intellectual Property Rights

Aim:

To create awareness on Intellectual Property Rights, its legal aspects and its implications.

Outline:

Introductory session on IPR followed by a tagline contest and a pre announced logo designing contest.

Date – 4th December, 2019

MHRD REQUIRED



सत्यमेव जयते

Government of India
Ministry of Human Resource
Development



Industrial Visit

Aim

Providing students with an opportunity in getting real time experience about functioning of an enterprise.

Outline:

An industrial visit (incubation center / manufacturing unit) where students get to understand the functioning of a business enterprise.

Date – 23rd December, 2019

MHRD REQUIRED

Venture Capital & Angel Funding

Aim:

Educating students on approaching venture capitalists to raise funds.

Outline:

Session on start-up funding opportunities by venture capitalists and its future prospects .

Date – 20th December, 2019

Workshop On Cyber Security For Business

Aim:

To educate participants on the basics of cyber security in terms of running a business and ensuring security of critical data.

Outline:

A workshop by cyber security consultants to educate and certify students on the fundamentals of cyber security for business.

Date – 9th January, 2020

Marketing Strategies For Business

Aim:

To provide a deep insight on modern trends and strategies used in marketing products, brands and services.

Outline:

A workshop on various marketing strategies and platforms that can be adopted by a business entity.

Date – 20th January, 2020

Session on Corporate Social Responsibility

Aim:

To impart knowledge on entrepreneurs social responsibility.

Outline:

An interactive session by CSR professionals & NGOs on importance of corporate social responsibility.

Date – 31st January, 2020

Entrepreneurship Summit

Aim:

To conduct a national level entrepreneurship summit promoting innovation and entrepreneurship through various challenging events.

Outline:

A two day summit involving panel discussions and 4 competitive events including a flagship event on Business Plan.

Date – 13th & 14th February, 2020

Start-up Watch

Aim:

Creating an understanding about startup ideologies and cultures and to have a deep insight on trends in start-ups.

Outline:

A panel discussion by budding entrepreneurs followed by a networking session.

Date – 25th February, 2020

Start-up Internship Drive

Aim:

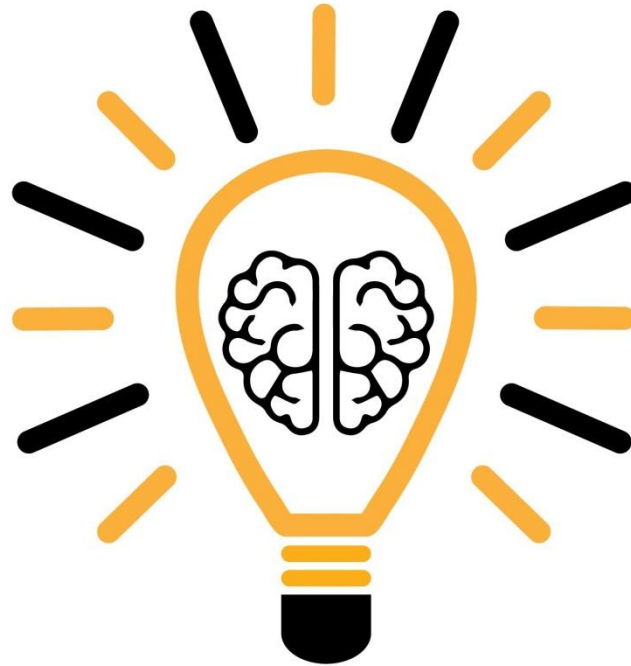
To give students the opportunity to grow dynamically via joining a startup and hone their skills and to build networking.

Outline:

An internship drive which gives the students to get placed in a growing start-up

Date – 3rd March, 2020

LOGO FOR LIIC



LIIC