

IIC SESSION ON SHIFT INNOVATION STRATEGIES 7TH MAY 2024



The Institute Innovation Council at Gitarattan International Business School held a session on "**Shift Innovation Strategies**" on May 7, 2024. The session targeted students from the BBA M4B Evening Shift. The primary goal was to give a general understanding of what entrepreneurship involves, as well as the attitude, abilities, and traits required to be successful as an entrepreneur. The session was led by GIBS Innovation Ambassador Dr. Pooja Sharma. Dr. Pooja elaborated on competitive landscapes that are changing dynamically, traditional strategic approaches are no longer delivering the value required to support growth in many organizations. Based on two recent global innovation studies, five strategy shifts were identified, permitting organizations to amplify their strategy without having to completely abandon current methods. emphasized during the discussion that entrepreneurs are frequently viewed as valuable national assets who should be encouraged, supported, and paid as much as feasible. She talked on how staying ahead of the competition in the industry requires embracing innovation and being continually adjusted to shifting market dynamics. The session concluded with the vote of thanks by Dr. Aparna Srivastava, Assistant Professor at GIBS.

FLYER OF THE EVENT



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Gitarattan International Business School
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INTERNATIONAL QUALITY ASSURANCE CELL
IQAC
GITARATTAN INTERNATIONAL
BUSINESS SCHOOL, DELHI



INSTITUTE INNOVATION &
ENTREPRENEURSHIP CELL
(IIC-GIBS)

SHIFT INNOVATION STRATEGIES

Tuesday 7th May 2024
 Time : 10 AM Onwards
 Venue : Room No. 502
 Class : BBA, M4B



Dr. Pooja Sharma
Innovation Ambassador
GIBS

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TYPE OF EVENT	IIC-SESSION
VENUE	GIBS-ROOM NO. 502
TIME & DURATION	10am onwards
CONDUCTED BY	(IIC)-GIBS
ORGANISED FOR	BBA-M4B
NAME OF THE COORDINATOR	Dr. Aparna Srivastava

ATTENDANCE	Students: 52
RESOURCE PERSON	Dr Pooja Sharma, Innovation Ambassador, GIBS
OBJECTIVES OF THE EVENT	<ol style="list-style-type: none"> 1. To prepare them to recognize, adapt to, and drive significant changes in business strategies and operations. 2. Participants should be able to develop a comprehensive business plan that outlines their business concept, target market, competitive analysis, marketing strategies, financial projections, and operational plans. 3. Participants should understand how to identify and mitigate risks associated with shift in innovation strategies.
LEARNING OUTCOMES	<ol style="list-style-type: none"> 1. Participants should develop critical thinking and problem-solving abilities that are essential for identifying and addressing business challenges and opportunities in the innovation shift context. 2. Identify the internal and external drivers that necessitate a shift in innovation strategies 3. Learn to identify potential risks and challenges associated with shift innovations.
SHORT FALL DURING EVENT	Interaction was less by students
YOUTUBE VIDEO LINK	https://youtu.be/X8ZhLegQRBg

**PREPARED & SUBMITTED BY: DR. APARNA SRIVASTAVA, ASSISTANT PROFESSOR,
GIBS**