

IIC-SESSION ON BUILDING A CULTURE OF INNOVATION: STRATEGIES FOR SUCCESS

23RD AUGUST 2024, FRIDAY



On 23rd August 2024, IIC GIBS organized a session on “**Building a Culture of Innovation: Strategies for Success**” for BBA (M3B) students. The resource person for the event was Dr. Dipti Jain, Innovation Ambassador GIBS, who shared her expertise with the participants. The session commenced with an overview of the critical strategies required to establish and sustain a strong culture of innovation in today’s fast-paced business landscape. Speakers emphasized the necessity of embracing technological advancements and prioritizing customer experience, illustrating how innovation is the key to maintaining a competitive edge in the market.

Students developed the ability to recognize strategic challenges and opportunities, laying the groundwork for effective problem-solving in real-world scenarios. The session also enhanced their communication skills, enabling them to articulate innovative strategies and concepts to diverse audiences effectively.

Participants gained valuable insights into the strategic and innovative expectations within the industry, preparing them for a successful transition into the workforce upon graduation. The event fostered the development of an entrepreneurial mindset, equipping students with the skills to identify and seize opportunities through innovative approaches.

The IIC session on " Building a culture of Innovation: Strategies for Success" proved to be an enriching and enlightening experience for all participants. By exploring essential concepts of innovative strategy and developing critical skills and perspectives, the event effectively equipped students to excel in business and entrepreneurship.

FLYER OF THE EVENT

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Gitarattan International Business School
• Grade 'A' Accredited by NAAC • Affiliated with GGSIPU

INSTITUTE INNOVATION & ENTREPRENEURSHIP CELL (IIC-GIBS)

INTERNATIONAL QUALITY ASSURANCE CELL IOAC
GITARATTAN INTERNATIONAL BUSINESS SCHOOL, DELHI

**Building A Culture of Innovation:
STRATEGIES FOR SUCCESS**

23RD August 2024
Time : 11AM - 1:00PM Venue : Room No 506

STUDENT COORDINATOR
Ayushi Silswal - 8700810384

Dr. Dipti Jain
Innovation Ambassador GIBS

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TYPE OF EVENT	IIC
VENUE	Room No. 506
TIME & DURATION	11:00 AM to 01:00 PM
CONDUCTED BY	IIC
ORGANISED FOR	BBA M3B
NAME OF THE COORDINATOR	Ms. Bhawna Sharma
ATTENDANCE	Students:44
RESOURCE PERSON	Dr. Dipti Jain, Innovation Ambassador, GIBS

<p>OBJECTIVES OF THE EVENT</p>	<ol style="list-style-type: none"> 1. To provide students with a clear grasp of what constitutes a culture of innovation and its benefits. 2. To enhance students abilities in creative problem-solving, risk management, and collaborative thinking. 3. To inspire students to implement innovative practices in their projects, internships, or job roles. 4. To promote awareness of current trends and challenges in innovation. 5. To boost students confidence in contributing to or leading innovative initiatives.
<p>LEARNING OUTCOME</p>	<ol style="list-style-type: none"> 1. Students were able to enhance their understanding of building a culture of innovation and acquire practical skills for fostering creativity and adaptability in organizations. 2. Students were able to develop critical thinking and an entrepreneurial mindset, gaining valuable strategies to drive and sustain innovation in the dynamic world of business and entrepreneurship
<p>SHORT FALL DURING EVENT</p>	<p>Delay in starting</p>
<p>VIDEO LINK</p>	<p>https://youtu.be/1x3OxgLLxeQ</p>

**PREPARED & SUBMITTED BY: Ms. BHAWNA SHARMA, ASSISTANT PROFESSOR,
GIBS**