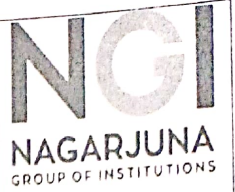




Nagarjuna College of Engineering & Technology
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Mudugurki, Venkatagiri Kote Post, Devanahalli, Bengaluru 562164
Department of MBA



Activity Report

Date of Event: 16th September 2022.

Activity: Guest Lecture on 'Resources Bootstrapping as a Business Strategy to Balance Growth and Resource Scarcity'

Details of the Resource Person: Dr. Abraham Varughese, Incharge Head- Research, Dr. NSAM First Grade College, NITTE Group.


Event Details:

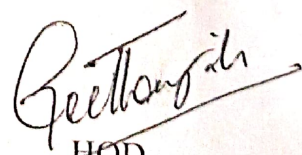
A guest lecture was organized for the course Production & Operations Management for 2nd semester MBA students. The resource person was. The topic for the day was 'Resources Bootstrapping as a Business Strategy to Balance Growth and Resource Scarcity'. The speaker was welcomed by Dr. Geethanjali, HOD-MBA and other staff members.

The session was interactive as Dr. Abraham started the discussion by broadly classifying resources into tangible and intangible, followed by a discussion on knowledge management. He discussed the concept of bootstrapping taking examples from the corporate world and spoke about the constraints to resources and the challenges raised by technology on manpower. Further he drew upon the UTAUT model and the Diffusion of Technology Adaptation. He illustrated how the four properties namely, Unique, Utility, Experience, and Extended life were business strategies followed by successful companies. He also illustrated how time is a key resource along with Men, Material, Machine and Money. The students interacted and had a meaningful discussion on Industry 4.0 and the emerging 5.0.

Students gave their feedback at the end of the session. A formal vote of thanks was given by the Dr. Ashok Mammen V, course teacher for POM. All the students who attended the guest lecture submitted a report to the course teacher.

Learning Outcome: New concepts like Bootstrapping, industrial perspective on manufacturing and operations, broader outlook at resources and constraints, business strategies for growth.


16/9/22
Prepared By
Prof Ashok Mammen V


HOD
MBA-NCET
HOD, MBA
Nagarjuna College of Engineering & Technology
Devanahalli (Tq), Bengaluru (Dt) Pin - 562164, /

Organises a Guest Lecture on
**Resources Bootstrapping
as a Business Strategy
to Balance Growth and Resource Scarcity**

Speaker



Dr. Abraham Varughese
HOD
Research Initiatives at
Dr. NSAM
(Nitte Group of Institution).

www.ncet.co.in

Date: 16th September 2022

