A Report on Guest Lecture on
"Empower Yourself as a Computer Science Entrepreneur"
Organised by Department of Computer Science & Technology
in Association with IIC - MITS
on 20.08.2024

Organized & Report Submitted by: Mrs. R. Usha, Assistant Professor, Department of Computer Science & Technology
Resource Person Details: Dr. R. I. Rajidap Neshtar, Business, Administration & Leadership Coach, Founder, IBBO – The Business Club, India
Mode of Conduct: Online
Venue: Seminar Hall – C
Participants: III Year B. Tech – Computer Science & Technology Students
Report Received on 27.08.2024

A Guest Lecture on "Empower Yourself As a Computer Science Entrepreneur" was organized by the Department of Computer Science & Technology in Association with IIC - MITS through online mode for III B. Tech students.

The inauguration of the Guest Lecture started at 10:30 AM in Seminar Hall – C, the dignitaries were Dr. K. Dinesh, HOD-CST, Dr. R. I. Rajidap Neshtar, Business, Administration & Leadership Coach, Founder, IBBO – The Business Club, India, Ms. Lakshmi, Asst. Professor, Mr. Y. Ravi Raju, Asst. Professor, Mr. K. Giridhar, Assistant Professor, Mr. Naveen Kumar, Assistant Professor, Dept of CST.

The lecture started with opening remarks by, Dr. K. Dinesh who thanked Management for this great initiation of creating an opportunity to invite the resource person of the institute and enabling them to interact with the students and enlightening them with the current developments in the corporate world.

Ms. Nawaziya, Dept of CST has introduced the speaker and invited him to share his valuable experiences to the students. The number of students participated in the lecture were around 129.

After the inaugural session, the main session was started at 10:40 AM, Dr. R. I. Rajidap Neshtar, on "Empower Yourself As a Computer Science Entrepreneur". An Individual who sets one or more a person who starts his own business taking on financial risks on profit.

After Completion of Course.
1. Government job (TNPSC – Direct Jobs)
2. Private job (MNC – Small Scale Company)
3. Own Business (Parents Business – Start a new)

Topics to be Covered:

1. Introduction
2. Opportunity
3. How to Empower
4. Advantage
5. Benefits
6. Treats
7. Worksheet
8. Conclusion

Step by Step Procedure before starting a Company:

Identify your niche: Determine what area of the computer industry you want to focus on, such as: Software development, Hardware innovation, Cybersecurity, Data analytics, Artificial intelligence.

Develop a business idea: Create a unique solution or product that addresses a specific need or problem in your chosen niche.

Conduct market research: Understand your target audience, industry trends, and competitors.

Create a business plan: Outline your company's mission, goals, marketing strategies, financial projections, and revenue models.

Build a team: Assemble a team with diverse skills, including technical expertise, marketing, and sales.

Secure funding: Explore options like venture capital, angel investors, crowdfunding, Bootstrapping.

Develop a minimum viable product (MVP): Create a prototype or initial version of your product to test and refine.

Launch and market your product: Execute your marketing plan, establish an online presence, and engage with your target audience.

Continuously innovate and improve: Stay up-to-date with industry advancements and customer feedback to refine your product and stay competitive.
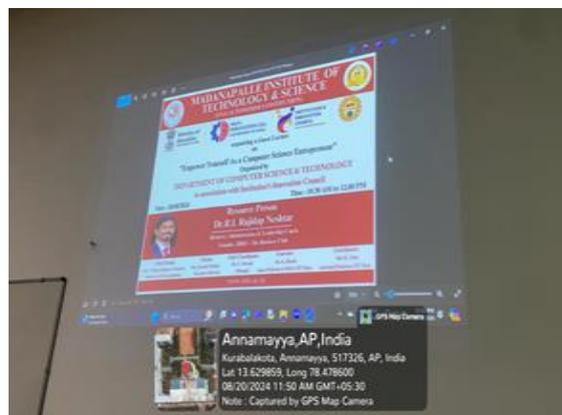
Threats for a Computer Science Entrepreneur:

Innovation: Constantly seeking new ideas, technologies, and solutions to stay ahead of the curve.

Risk-taking: Embracing uncertainty and taking calculated risks to launch and grow a business.

Adaptability: Pivoting and adjusting to changes in the market, technology, or customer needs.

Resilience: Overcoming obstacles, learning from failures, and maintaining momentum.

Vision: Having a clear understanding of the company's mission, goals, and long-term vision.

Technical expertise: Staying up to date with the latest technologies, programming languages, and industry trends.

Leadership: Building, motivating, and managing a team to achieve shared goals.

Networking: Building relationships with mentors, peers, investors, and partners to access resources and opportunities.

Marketing and sales: Effectively promoting and selling products or services to customers.

Financial management: Managing cash flow, securing funding, and making strategic financial decisions.

Time management: Balancing multiple responsibilities, prioritizing tasks, and maintaining work-life balance.

Continuous learning: Staying curious, seeking knowledge, and expanding skills to stay competitive.

Advantages:

- **Self Employed**
- **Anytime work**
- **People work for you**
- **Earn even when you are in vacation**

Dealing with Investors or Customers:

- **Clear & Effective Communication**
- **Active Listening**
- **Eye Contact**
- **Posture**
- **Simple Language**

    Things to Consider:

- **Identifying your passion and strengths**
- **Researching market needs and trends**
- **Developing a unique value proposition**
- **Building a strong team**
- **Creating a solid business plan**
- **Securing funding or investment**

Key Outcome of the Activity:

- **CS Entrepreneur have opportunities to create innovative solutions, products, or services that meet the needs of a specific market or industry.**
- **Procedure to follow before starting a company.**
- **Dealing with Investors or Customers.**

Finally, the session was concluded by the vote of thanks delivered by Ms. Nawaziya, Dept of CST. On behalf of Coordinator and HOD Dept of CST, extended gratitude to the Management, Principal, Vice-Principals, Resource persons and the participants for the successful completion of the program.