

Report on awareness seminar titled: "Entrepreneurship and Technological Advancement Prospects in Sports Management"

The Innovation and Entrepreneurship Development Centre (IEDC), in association with the Department of Physical education, organized a one-day interactive session titled "Entrepreneurship and Technological Advancement Prospects in Sports Management." The event took place on the 21st of August 2024 during the forenoon.

Session Details:

- **Date:** 21st August 2024
- **Time:** Forenoon
- **Title:** Entrepreneurship and Technological Advancement Prospects in Sports Management
- **Resource Person:** Mr. Mansoor Majeed, Program Analyst, SYSTALENT SOFTWARE
- **Staff Coordinator:** Dr. Jibin Jose Mathew, Department of Electronics and Computer Science

The session aimed to provide students with a comprehensive understanding of entrepreneurship opportunities, particularly in the rapidly evolving domains of sports management and health technology.

Welcome Speech: The program began with a warm welcome by Mr. Athul Krishna P.S., who emphasized the vital role of students as emerging entrepreneurs and the significance of harnessing opportunities offered by the IEDC to cultivate an innovative mindset.

Motivational Talk: Dr. Jibin Jose Mathew, Assistant Professor, Department of Electronics and Computer Maintenance, delivered a motivational talk that focused on the various initiatives led by the Kerala Start-up Mission (KSUM). He highlighted how these initiatives are designed to nurture entrepreneurial thinking and foster the development of institutional mechanisms that support technology-driven ventures in educational settings.



Resource Person’s Insights and Activities: Mr. Mansoor Majeed led an engaging session focused on the latest marketing trends and entrepreneurial opportunities in the sports and health equipment sectors. He discussed how technological advancements are transforming these industries, creating new possibilities for start-ups. The session explored strategies for tapping into market demand for innovative sports management solutions and health-focused products. To enhance the learning experience, Mr. Majeed organized interactive group activities where students were divided into seven teams. Each group worked on developing strategic plans to address current market challenges in sports and health equipment, fostering teamwork and creative problem-solving.





Vote of Thanks: The event concluded with a vote of thanks by Mr. Albin Joseph, who reiterated the importance of embracing entrepreneurial opportunities in technology and sports management. He also encouraged students to take full advantage of the resources and guidance provided by IEDC to bring their business ideas to life.

Participation and Feedback: The event saw enthusiastic participation, who found the session insightful and relevant to current market needs. The feedback was overwhelmingly positive, with many participants expressing interest in attending more sessions focused on digital marketing strategies, sports technology, and health innovations.

Ms. Famitha M.A

(Student Lead - I)

Dr. Jibin Jose Mathew

Nodal officer – UCC IEDC

Dr. Mini Alice

Head of the Institution

Mr. Ramees Mohammed MM

(Student Lead - II)