



# ST FRANCIS DE SALES COLLEGE

Permanently Affiliated to Bangalore University || AICTE Approved Electronic City, Bengaluru - 100

Reaccredited by NAAC with 'B++' Grade || Recognised under section 2(f) & 12(b) of the UGC Act || An ISO 9001: 2015 Certified Institution

**A FRANSALIAN INSTITUTE OF HIGHER LEARNING**

## Report of "Workshop on Process Design and Development"

Title	Process Design and Development.
Date of Event	May 31 <sup>st</sup> , 2023 (Wednesday)
Department/Association	ASPIRE Cell, St. Francis De Sales College.
Venue	Room No 405
Number of participants	45
Target Audience	BBA Students
Place of visit/ details of Industrial Visit place (if applicable):	NA
Event Coordinator	Haritha S
Resource Person & details	*Dr. Thanapackiam *Asst. Professor, Dept. of Commerce, PG , St. Francis De Sales College. Bengaluru

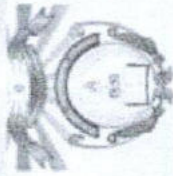


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## Department of Business Administration

In association with

Aspire cell

ORGANIZES

WORKSHOP ON PROTOTYPE/PROCESS  
DESIGN AND DEVELOPMENT

**SPEAKER:- DR THANAPACKIAM**

PG DEPARTMENT OF COMMERCE

St Francis de sales college



Date: 31 May 2023

Time: 12:30pm -1:30pm

Venue : Room no 405



INSTITUTION'S  
INNOVATION  
COUNCIL

(Ministry of Education Initiative)





### **REPORT:**

The session was conducted by the ASPIRE Cell, St. Francis De Sales College. The agenda of the session was to help students understand the emerging areas in which Process design and development are growing. As the current batch of students belongs to Gen-Z, the session was an effort to help them understand how the design and develop the product. The session started at 12:30 PM in Room No UG 405. The speaker of the event was Dr. Thanapackiam, Asst. Professor, Dept. of Commerce, PG, St. Francis De Sales College. The session began with a welcome speech followed by a small introduction to the significance of product development for Gen Z entrepreneurs. The resource person then took over and explained the importance and meaning of product. The speaker then moved on to explaining the terminologies used for the different generations and she mentioned that people born from the year 1997 are considered to be Gen Z.

The speaker then threw light on the significance of product development. Product design as a verb is to create a new product to be sold by a business to its customers. The speaker then emphasized the elements of product design.

The speaker also spoke and mentioned similar brands that fall in the category of product design and development like Oreo, Zippo, Jewelry etc.

### **Learning Outcome:**

Product Design trains students to use their creativity, design thinking, and design process to bring new ideas, products, experiences, and value to companies, communities, and people. The session also talks about the product development strategy which provides a framework for creating new products or improving the performance, cost, or quality of existing products.

  
**PRINCIPAL**  
St. Francis de Sales College  
Electronics City Post, Bangalore - 560 100







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EVENT NAME: REPORT OF "Workshop on Process Design and Development"

DATE : 31/05/2023			
TARGET AUDIENCE-BBA			
SL NO	NAME	ROLL NO	SIGNATURE
1	RAVICHANDRAN S	U03MB22M0001	Ravi
2	UJJWAL KUMAR	U03MB22M0002	Ujjwal
3	Achal Singh S	U03MB22M0003	Achalsingh
4	Praveen	U03MB22M0004	Praveen
5	V S HARSHA VARDHAN	U03MB22M0005	Harsha
6	SHANA B H	U03MB22M0006	Shana
7	Kanaram B	U03MB22M0007	Kanaram
8	ANUSHA B N	U03MB22M0008	Anusha
9	VASANTH A	U03MB22M0009	Vasanth
10	SHASHIRAO G	U03MB22M0010	Shashira
11	BINDHU R	U03MB22M0012	Bindhu
12	BHARATH V	U03MB22M0013	Bharath
13	HARI KUMAR S	U03MB22M0014	Hari
14	AYUSH UPADHYA	U03MB22M0017	Ayush
15	DARSHAN M	U03MB22M0018	Darshan
16	NISHA K	U03MB22M0020	Nisha
17	MUKAMBIKA V	U03MB22M0021	Mukambika
18	NAVEEN KUMAR A	U03MB22M0022	Naveen
19	ABHISHEK M	U03MB22M0023	Abhishek
20	G Harshith Rao Chanagey	U03MB22M0025	Harshith Rao
21	Durga Devi S	U03MB22M0026	Durga
22	SHRUTHI.A	U03MB22M0027	Shruthi
23	Pavan s	U03MB22M0028	Pavan
24	KALANIDHI V	U03MB22M0030	Kalanidhi P.
25	KARTHIK K	U03MB22M0031	Karthik
26	RAKSHA M	U03MB22M0032	Raksha M.
27	Suhana .D	U03MB22M0033	Suhana D.
28	SHILPA R	U03MB22M0034	Shilpa
29	SHREYA R	U03MB22M0035	Shreya R.
30	HAMSAVARSHINI P	U03MB22M0036	Hamsavarshini
31	RAKSHITHA K R	U03MB22M0037	Rakshitha
32	SUDEEP V	U03MB22M0038	Sudeep
33	LAVANYA M	U03MB22M0039	Lavanya
34	JOSPIN SHWETHA J	U03MB22M0040	Shwetha J.
35	BIKASH ADHIKARI	U03MB22M0041	Adhikari





36	NITHIN K	U03MB22M0042	Nithin K
37	Sunitha B	U03MB22M0043	Sunitha B
38	SAHANA M	U03MB22M0044	Sahana M
39	BINDU S	U03MB22M0045	Bindu S
40	SANGEETHA R	U03MB22M0046	Sangeetha R
41	POORNA CHANDRA N	U03MB22M0047	Poorna Chandra N
42	PRAGATHI G S	U03MB22M0050	Pragathi G S
43	HARSHITH N	U03MB22M0051	Harshith N
44	SOUNDARYA SHREE R	U03MB22M0052	Soundarya Shree R
45	RAHUL RAJKUMAR	U03MB22M0053	Rahul Rajkumar

