

P.K.R. ARTS COLLEGE FOR WOMEN

Re-Accredited with 'A' Grade by NAAC
Autonomous Institution-Affiliated to Bharathiar University Gobichettipalayam-638 476.



DEPARTMENT OF MANAGEMENT

ORGANIZES A ONE DAY
STUDENT DEVELOPMENT PROGRAMME ON
Guardians of Ideas: A Journey Through
Intellectual Property



Resource Person

Dr.N.Balusamy
Assistant Professor - MBA
Gobi Arts & Science College
Gobichettipalayam

12.02.2025 @ 01.30 PM
I MBA Classroom



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DEPARTMENT OF MANAGEMENT

Academic Year 2024-2025 Even Semester

STUDENT DEVELOPMENT PROGRAMME ON

Guardians of Ideas: A Journey Through Intellectual Property

Mode: Offline

Date: 12.02.2025

Venue : MBA CLASSROOM

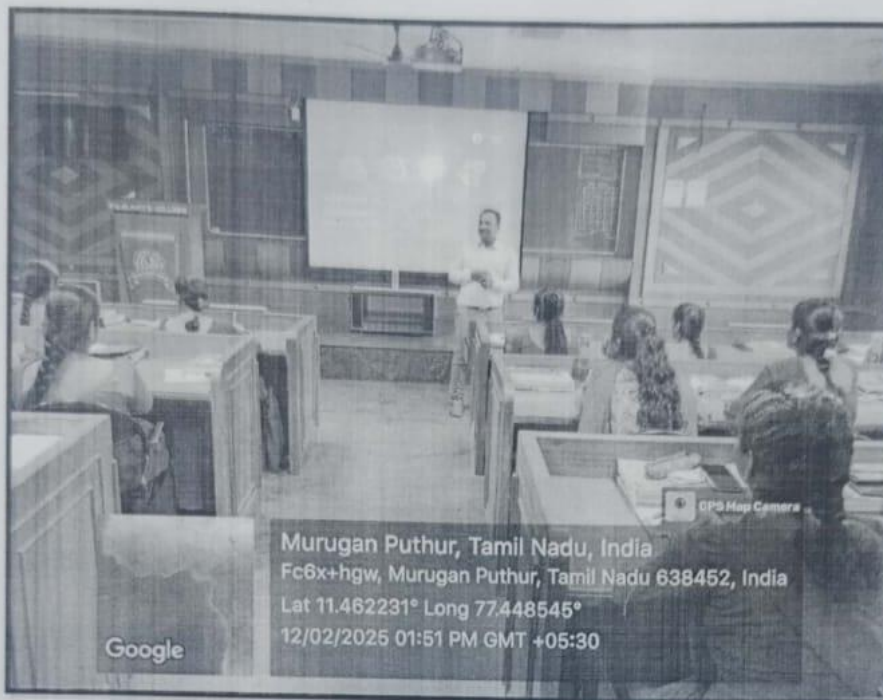
Resource Persons: Dr.N.Balusamy Assistant Professor-MBA ,Gobi Arts College, Gobichettipalayam

Objective of the Program: To enhance students' understanding of intellectual property and its role in protecting innovations, creative works, and business identities.

Report

The Department of Management organized a one-day Student Development Program titled "Guardians of Ideas: A Journey Through Intellectual Property", conducted by Dr. N. Balusamy, Assistant Professor-MBA, Gobi Arts College, Gobichettipalayam. The session focused on the significance of intellectual property (IP) in protecting innovations, creative works, and business identities. Dr. Balusamy explained various types of IP, including patents, trademarks, copyrights, industrial designs, and geographical indications (GI), highlighting their role in fostering innovation, economic growth, and competitive advantage. He also emphasized the importance of Intellectual Property Rights (IPR) in preventing infringement and legal conflicts while encouraging businesses and entrepreneurs to leverage IP for market success. The session included real-world examples, case studies, and discussions on patent disputes and trademark violations. He encouraged students to develop an entrepreneurial mindset with a strong awareness of IP protection where students actively participated and gained practical insights into patent filing, trademark registration, and copyright protection. The session enriched students' knowledge and inspired them to be innovative while understanding the legal aspects of their ideas.

Photos:



Outcome of the Program:

- Enhanced students' understanding of intellectual property (IP) and its significance in protecting innovations, creative works, and business identities.
- Presented real-world case studies on patent disputes, trademark violations, and successful IP strategies.
- Provided practical knowledge on patent filing, trademark registration, and copyright protection.

Organizing Secretary: Mrs.R.Gomathi, Assistant Professor, Department of Management

Rajeswari
Report Prepared by
Ms.R.Rajeswari

R.Gomathi
Verified by
Mrs.R.Gomathi

Dr.V.Kavitha
Signature of the HOD with Seal
Dr.V.Kavitha

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Approved by AICTE, New Delhi

Gobichettipalayam - 638476, Erode District, Tamilnadu

Academic Year 2024-2025

Name of the Programme: Student Induction Programme

Date: 12-09-2025

Time:

Topic: A Journey Through Intellectual Property

Chief Guest: Dr. N. Balaramy

S.No	Register No.	Name of the Student	Class	Signature
1	242BA001	Karthikasri. P	I - MBA	P. Karthika
2	242BA005	Vishalini. N	I - MBA	N. Vishalini
3	242BA002	Nandhini. S.S	I - MBA	S.S. Nandhini
4	242BA010	Gayathri. J	I - MBA	J. Gayathri
5	242BA002	Darshini. M	I - MBA	M. Darshini
6	242BA004	Nandini. K	I - MBA	K. Nandini
7	242BA001	Anusya. T	I - MBA	T. Anusya
8	242BA003	Deepa. J	I - MBA	J. Deepa
9	242BA005	Deepshiga. S	I - MBA	S. Deepshiga
10	242BA006	Phanusha. L	I - MBA	L. Phanusha
11	242BA007	Dhivya. G	I - MBA	G. Dhivya
12	242BA013	Gomathi. V	I - MBA	V. Gomathi
14	242BA012	Haseena Badkhu. J	"	J. Haseena Badkhu
15	242BA018	Kavya. M	"	M. Kavya
16	242BA019	Malathi. K	"	K. Malathi
17	242BA026	Nithina. P	"	P. Nithina
18	242BA025	Nishanthini. N	"	N. Nishanthini
19	242BA028	Pavithra. R	"	R. Pavithra
20	242BA029	Ponmani. K	"	K. Ponmani
21	242BA027	Nivetha. J	"	J. Nivetha
22	242BA030	Prithvi. M	"	M. Prithvi
23	242BA034	Santhiga. V	"	V. Santhiga
24	242BA035	Sathiyapriya. R	"	R. Sathiyapriya
25	242BA037	Saamiya. V	"	V. Saamiya
26	242BA038	Soromiya. T	"	T. Soromiya
27	242BA042	Subashini. E	"	E. Subashini

S.No		Name of the Student	Class	Signature
28	242B0042	Sunga. D	I-MBA	Sunga D
29	242B0043	Vinodhini. R	I-MBA	Vinodhini
30	242B0046	Vithya V	I-MBA	Vithya
31	242B0047	Varun	"	Varun
32	242B0048	Flakkiya K	"	Flakkiya
33	242B0050	Kowsalya G	"	Kowsalya G
34	242B0051	Gayathri. S	"	Gayathri S

