

IMMACULATE COLLEGE FOR WOMEN, CUDDALORE

REPORT ON INTERNSHIP COURSE

COURSE: PROFESSIONAL DIPLOMA IN DISRUPTIVE INNOVATION

DATE: 03/02/2023 TO 24/03/23 (EVERY FRIDAY)

TIMING: 11:30 A.M. TO 12:30 P.M.

VENUE: MULTI PURPOSE SEMINAR HALL, IMMACULATE COLLEGE FOR WOMEN, CUDDALORE.

OFFERED TO: II B.COM. A

RESOURCE PERSON: MS. A. ANITHA, M.COM, NET, SET.

**ASSISTANT PROFESSOR IN COMMECE,
IMMACULATE COLLEGE FOR WOMEN,
CUDDALORE.**

In order to make students to explore and gain the knowledge on the most successful marketing technique, our college organized an 8 weeks internship program on Disruptive Innovation. The primary objective of this program is to update and enhance advanced marketing skills required to keep up with the highly competitive phase of business. The students may be exposed to the needs of the current corporates so that they can in-turn nurture, educate and mold themselves while they are still in the college. The program covers the very aspects of disruptive innovation and various real life innovations that disrupted and changed the way of doing business. Case studies and practical examples enriched the student's concept on the topic. The program had discussion session where the student's ideas were put into discussion. The program came to an end by thanking the management for organizing it. All the participants were awarded with the diploma certificate. The date and topics discussed are attached along with this report in detail.

SYLLABUS

Course: Digital Disruptive Innovation

S.NO.	WEEKS	DATE	CONTENT
1	WEEK 1	03/02/2023	<p>Dealing with Disruption</p> <p>This class will define what disruption looks like in its various forms and will explore and learn common disruption strategies of the past</p>
2	WEEK 2	10/02/2023	<p>Incumbents ' Dilemma</p> <p>Think Nokia, Kodak, and Blockbuster. These companies are all victims of disruption in their markets. When companies face a disrupter, their natural response is to fight fire with fire often reconfiguring their business models when they should be looking at new ecosystems. There are many paths to take, and we will examine a few of them in this session.</p>
3	WEEK 3	17/02/2023	<p>Changing Competitive Environments</p> <p>How can you change the competitive environment you are in? How did Fujifilm successfully transition to successful health company while Kodak went bankrupt? We will look the Thomson Corporation in Canada, which sold its newspaper business in the 1990s and invested in information services through a merger with Reuters as they saw the future challenges in the print media - what lessons can be learned?</p>
4	WEEK 4	24/02/2023	<p>Innovation and Disruption</p> <p>Existing companies can play to their strengths. Consider the strategy of Disney. Instead of trying to compete with the new streaming services, Disney built on its proven strengths in moviemaking, buying Pixar and Marvel (and in 2012 Lucasfilm) and creating a string of blockbuster hits. Consider also what Amazon and Netflix recognize the need to produce their own content because being a streaming platform for others' content is not sustainable</p>
5	WEEK 5	03/03/2023	<p>Platform Strategies, platform wars and the art of winning</p> <p>The future strategy of companies must be built around addressing multisided markets. Amazon is the largest e-commerce retailer in the US, as well as the world's largest provider of cloud computing services. Like Amazon, Apple manufactures its own hardware products, and have a two-sided platform of consumers and suppliers. Both companies try to manage end-to-end experience for customers, yet no one does it quite like Apple. By building a cross-device and cross-service experiences to offer a more unified experience to both users and developers, Apple has developed a 'lock-in' to the ecosystem which provides a solid competitive advantage. We will discuss Apple, Amazon and Google in this section.</p>
6	WEEK 6	10/03/2023	<p>Winning Ecosystems</p> <p>What does it take to build the ideal ecosystem that provides a sustained competitive advantage? What are the future trends in the automotive industry? We will look at the possible disruptive innovations and where they are likely to come from as we discuss</p>

			artificial intelligence and the internet of things to builds a picture of the connected car of the future.
7	WEEK 7	17/03/2023	<p>Business Model Innovations</p> <p>A business model is a document or strategy which outlines how a business or organization delivers value to its customers. Business model innovation, then, describes the process in which an organization adjusts its business model. Often, this innovation reflects a fundamental change in how a company delivers value to its customers, whether that's through the development of new revenue streams or distribution channels. But is this enough? Kodak adjusted its business model when digital cameras became popular. When Kodak realized that digital cameras were themselves disrupted by mobile phones, it was too late! Why did Kodak not embrace the new digital technologies, when they had invented the digital camera?</p>
8	WEEK 8	24/03/2023	<p>Jugaad Innovation</p> <p>Jugaad is a Hindi word that loosely translates as “the gutsy art of overcoming harsh constraints by improvising an effective solution using limited resources.” Jugaad innovators are modern-day alchemists who transmute adversity into opportunity, and in so doing create value for their organizations and communities. What makes jugaad innovators so adept at innovating faster, cheaper, and better? The answer lies in their unique mindset — characterized by two key attributes: adaptability and inclusivity. The jugaad mindset — and its associated principles and practices — is increasingly relevant for companies worldwide who are seeking to grow in an increasingly complex and resource-constrained business environment. Jugaad is a “bottom up” innovation approach that provides organizations in both emerging and developed economies the key capabilities they need to succeed in a hypercompetitive and fast-moving world: frugality, inclusivity, collaboration, and adaptability.</p>

Staff In Charge

HR

Principal

Secretary