



KESHAV MEMORIAL INSTITUTE OF MANAGEMENT
(AFFILIATED TO OSMANIA UNIVERSITY)
APPROVED BY AICTE
A UNIT OF KESHAV MEMORIAL EDUCATIONAL SOCIETY



KAIZEN- CLUB

Venue: MBA I Class Room

Report on “Idea Generation of Entrepreneurs for MBA 1st year Students”

Date of Report: 14th June, 2024

The program was organised by the student co-ordinators of KAIZEN-Management Club. This club was created to MBA students in order to practically experience managerial skills like Planning, Organising, Co-ordinating etc.

Idea Generation of Entrepreneurs:

Conducted a practical session for MBA I year “ A & B ” session on the methods of Idea generation where they came to know the different methods of idea generation - Brain storming, Focused group, Brain writing, SCAMPER, Synetics , 5W+H ,Story boarding.

In this activity a real time situation was given to the students on three methods Focused group, Brain writing & Brain storming before starting of the activity entire class was divided in to group of 8 members in a team with that they form of 5 groups in each section where they analyse the real time problem and discussed among their team members then they came up with unique solution where they convenience the audience too.

Skills Enhanced: Problem solving, Team coordination, Decision making

Few glimpses of the activity:









