

	Pimpri Chinchwad Education Trust's Pimpri Chinchwad College of Engineering & Research Ravet, Pune An Autonomous Institute NBA Accredited (4 UG Programs) NAAC A++ Accredited ISO 21001:2018 Certified IQAC PCCOER	
AY: 2026-27 Term- I	BRAIN TO BOARDROOM : BBA DEPARTMENT	ACAD/R/17

Department- BBA

Date- 29/08/26

Class- SY& TY

1. Program Type: One Day Session

2. Program Title: Brain to Board room -How Products Actually Get Built

3. Day & Date: Saturday, 29/08/2026

4. Venue: Jr. College Building 6th Floor

5. Name of the Organizer / Department: BBA Department

6. Attendees (No. of students attended the program): 20

7. Speaker name: Mr. Manish Kumar

8. Objectives of the Event:

- To introduce students to the concept of product thinking, innovation, and product development.
- To help students understand how an idea is transformed into a practical product or business solution.
- To develop an understanding of customer needs, market opportunities, and business problems.
- To provide insights into market strategy, decision-making, and problem-solving.
- To enhance students' communication, confidence, teamwork, and leadership skills.
- To encourage students to think creatively and innovatively while approaching business challenges.
- To provide students with industry exposure through the experience and guidance of a product and strategy professional.
- To motivate students to apply their academic knowledge to practical situations.
- To develop a professional mindset and prepare students for future careers and entrepreneurial opportunities.

8. Content & Schedule (Summary):

1. Introduction to Product Thinking

Students were introduced to the concept of product thinking and learned that successful products are developed by understanding customer requirements and solving actual problems.

2. Innovation and Idea Development

The speaker explained how innovative ideas are generated and how creative thinking can be used to develop solutions that provide value to customers.

3. From Idea to Real-World Solution

Students gained an understanding of the journey from identifying a problem to developing, improving, and implementing a practical solution.

4. Market Strategy & Business Problem-Solving

The session highlighted the importance of understanding the market, customers, competition, and business requirements before launching a product. Students learned how strategic thinking helps in solving business challenges.

5. Confidence & Communication

The importance of effective communication and self-confidence in professional and personal development was discussed. Students were encouraged to express their ideas clearly and confidently.

6. Leadership & Teamwork

The speaker emphasized the role of leadership, collaboration, responsibility, and teamwork in achieving organizational goals.

7. Interactive Learning

Students actively participated in the session, listened to practical insights, and connected the concepts discussed with their academic learning and future professional careers.

9. Program Outcome Achieved:

1. Improved Understanding of Product Development

Students developed a better understanding of how products are conceptualized, designed, developed, and taken towards the market. They understood that product development requires a combination of creativity, planning, customer understanding, and execution.

2. Development of Innovative Thinking

The session encouraged students to look at problems from different perspectives and think of innovative solutions. Students learned that innovation is not limited to creating something completely new but can also involve improving existing products, services, or processes.

4. Enhanced Business and Market Awareness

Students gained practical knowledge about market strategy and business problem-solving. They understood the importance of identifying customer needs, studying market opportunities, and creating products that provide value to customers.

5. Enhanced Problem-Solving Ability

Students learned that identifying the actual problem is the first step towards developing an effective solution. The session encouraged them to approach business challenges logically and practically.

Photos:



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